

Motivated by Red Bull?

How International Sponsorships Influence the Sport Spectating Consumption Motivation

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Preface

This Master Thesis has been written at the Zurich University of Applied Sciences (ZHAW) in Winterthur. The topic "*Motivated by Red Bull? How International Sponsorships Influence the Sport Spectating Consumption Motivation*" resonated with me already very early on and I am very happy that Prof. Dr. Jürg J. Hari gave me the chance to deal with this topic. Therefore, special thanks go to him. He accompanied and supported me throughout the entire time while creating this work. He also provided me with his help in reaching out to more respondents. Thank you very much.

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Further special thanks go out to my parents, my brother Gabriel and my sister Kayla. They accompanied me throughout my studies and were with me in difficult times. Thank you very much.

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Management Summary

Sponsorship is key to powerful marketing by increasing brand awareness and creating impactful brand associations. This is why companies from many industries turn to sports, with the objective of providing unique and memorable brand experiences to its customers. Sponsorships in this field are particularly well-suited to establish and evoke positive emotions among consumers. The popularity of this marketing tool can also be seen when taking a financial perspective. In the past decade, investments in sponsorships have steadily increased on a yearly basis, and this trend is expected to further grow in the future.

In this study, it is of particular interest to assess if a sponsoring brand influences consumers' motivation of sport spectator consumption. Based on an extensive literature review, a conceptual model was designed, which graphically shows the variables to be examined and their hypothesized interrelations. The empirical data collection is based on an online experiment in which a video of athletes performing the sport of snowkiting was presented to two test groups. For the manipulation, the video of the first group mentions Red Bull as the sponsor of the presented event, whereas the video of the second group mentions Dark Dog in this context. The participants were invited via e-mail and randomly assigned to one of the two groups. Upon completion of the video, participants filled in the computerized and standardized questionnaire. The questions therein served to measure each variable of the conceptual model. Next to the motivation, the brand-related variables of interest were the attitude toward the sponsoring brand, the event-sponsor fit, and the perceived sincerity. The sport and the brands were defined based on a pre-study.

The results of the 104 participants show that the motivation behind sport spectator consumption differs between the two groups. These differences can only be explained by the brands' logos shown in the video. However, in the case of both groups, the involvement showed to be the most dominant contributor to respondents' motivation. Only in the case of Red Bull did one of the brand-related variables, namely the perceived sincerity, show to contribute to the motivation of sport spectator consumption.

The results of this study lead to a series of possible recommendations that apply to future researchers, to organizers of sporting events, and to sponsoring brands. The results can support sporting managers in many ways including deciding on a fitting sponsoring brand, brand positioning, communication, and branding strategy.

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List of Abbreviations

AE	=	Aesthetics
AIDA	=	Attention Desire Interest Action
AK	=	Acquisition of Knowledge
ALSAM	=	Active Lifestyle Stages of Adoption Model
ANOVA	=	Analysis of Variance
AT	=	Attitude
BF	=	Brand Familiarity
EF	=	Event-Sponsor Fit
ES	=	Escape
EUR	=	Euro
H	=	Hypothesis
h	=	hour
IN	=	Involvement
MANOVA	=	Multivariate Analysis of variance
MSC	=	Motivations of the Sport Consumer
MSSC	=	Motivation Scale for Sports Consumption
PA	=	Physical Attractiveness
PCM	=	Psychological Continuum Model
PE	=	Perceived Sincerity
PMQ	=	Participation Motivation Questionnaire
PS	=	Physical Skills
SFMS	=	Sport Fan Motivation Scale
SI	=	Social Interaction
SII	=	Sport Involvement Inventory
SPS	=	Sport Motivation Scale
TTM	=	Transtheoretical Model
TV	=	Television
USD	=	US-Dollar
VA	=	Vicarious Achievement

1 Introduction

Sport sponsorship as a marketing vehicle was first noticed in the 1960s. Despite its existence for over half a century, organizations from various industry sectors have still not lost the appeal of utilizing it. Today, most sporting events are sponsored in some way. Primarily organizations make use of this strategic tool in order to increase brand exposure. Additionally, it is acknowledged for the potential it offers to foster a favorable brand image by influencing associations consumers have with a particular brand (Alonso-Dos-Santos et al., 2016). In recent years, especially in the field of sporting events, sponsorship has emerged as one of the most commonly applied marketing communication strategies. This trend is also reflected in the dramatic increase of corporate investments in financial event aid. In the future, investments into sponsoring are even expected to increase continuously (Demirel & Erdogmus, 2014).

When trying to provide consumers with a unique and memorable brand experience, sponsorship is seen to be particularly useful as it mainly influences the emotional component of a consumer's attitude. By linking a sponsoring brand to an event, which is highly appreciated by an audience, the sponsoring brand should ultimately benefit from the image of the event. During this process, positive feelings toward the sponsoring brand should be developed (Mason, 2005). In this context, past research projects have tried to better understand the effects resulting from sponsorships by analyzing the outcome for the involved parties in such a relationship. However, the impact of sponsorships on the perception of the sport itself has not yet been considered in past studies. Hence, the image transfer happening in such a scenario is not fully understood yet to this date.

As an example, associations linked to the identity of the brand Red Bull evolve around the concepts of speed, energy, and aggressive risk-taking as a result of its promotions (Brasel & Gips, 2011), such as sponsoring breakdance contests, skateboarding championships, cliff diving events, or the popularized space jump from 2012 "*Red Bull Stratos*" (Red Bull, 2018). It is unclear whether a sport gets perceived differently once a sponsor such as Red Bull starts to support it. Does a sport become more attractive as a result of a brand, such as Red Bull, being its sponsor and are consumers more motivated to engage in the activities of such a sport? These questions are at the core of this thesis.

1.1 Problem Definition

Neither research conducted on the topic of sponsorship nor sports consumption motivation can confirm whether consumers' perception and motivation toward a sport might alter, once a sponsor begins to support it. To investigate such possible motivational changes, this thesis experiments with two energy drink brands and a sport respondents do not know well. The problem which this thesis is aiming to solve can be defined as follows:

Although various studies have investigated the impact of sponsorships for the involved parties, in particular for the sponsor and the sponsee, it is unclear how the sponsoring brand itself influences consumers' motivation of sport spectator consumption and the perceived attractiveness of that sport.

1.2 Research Objective and Research Questions

As outlined in the problem definition, most research projects have investigated how a sponsor benefits from a sponsorship relationship. Based on that the following research objective is defined:

The primary objective of this research is to assess how a specific sponsoring brand influences consumers' motivation of sport spectator consumption for a specific sport and the perceived attractiveness of that sport.

Based on the research objective, the following three research questions are defined:

RQ1: *How does a sponsoring brand influence the motivation of sport spectator consumption of a specific sport?*

RQ2: *Particularly, how does the attitude toward a sponsoring brand, the event-sponsor-fit, the perceived sincerity of a sponsoring brand, the involvement of consumers and their gender influence such a motivation?*

RQ3: *What are the management implications and recommendations, which can be made based on these findings?*

1.3 Justification of Significance and Need for Research

The questions that this research project tries to answer have been designed in a manner to ensure that they are **relevant**, **interesting** and **novel** (Hulley, Cummings, Browner, Grady, & Newman, 2011, p. 3). The following paragraphs provide considerations for each of these requirements and, therefore, justify the significance and need for the research conducted in this thesis.

Relevance: In 2017, corporations invested over USD 62 billion worldwide in sports sponsorships, which is an increase of USD 2 billion in comparison to the previous year. Over the past decade, investments in sponsorships have steadily increased on a yearly basis (Statista, 2018). Furthermore, the ten most valuable sporting events¹ worldwide in 2017 are responsible for a total of USD 2.6 billion. This sum results from revenue of media, sponsorships, tickets and licensed merchandise, per event day of competition (Forbes, 2018).

Interest: Not only would it be academically interesting to further research this topic due to the research gaps outlined in Chapter 2.6, but also in a practical context would such findings provide value. The massive investments made by organizations on a yearly basis, the interrelation of theoretical foundations, and the strategic advantage in comparison to other communication technologies make sponsorships all the more interesting, both to researchers and also business people (Alonso-Dos-Santos et al., 2016).

Novelty: The findings based on this research contribute new information and allow to fill the identified research gaps mentioned in Chapter 2.6. With brands such as Red Bull heavily investing in sports of various kinds and, therefore, raising their popularity, such findings would provide value by allowing to understand the full impact of sponsorships better.

¹ From most to least valuable: Super Bowl, Summer Olympic Games, Winter Olympic Games, FIFA World Cup, NCAA Men's Final Four, WrestleMania, UEFA Champions League, College Football playoff, Daytona 500, MLB World Series.

1.4 Structure of this Paper

This paper contains seven parts. This chapter is the **first part** which serves as an introduction and also outlines the research objective, research questions, and the relevance of this specific research topic. The **second part** examines the literature regarding sponsorships and influences on consumer behavior in sports. Based on the literature review the conceptual model and the hypotheses are created and presented in the **third part** of this paper. The **fourth part** explains the methodology that was utilized in this empirical study and has led to the obtained result. The **fifth part** evaluates the empirically collected data of the questionnaire using descriptive statistics and tests the defined hypotheses. The **sixth part** interprets and discusses the empirically obtained data. This part serves to show whether sponsorships influence consumers' behavior regarding the sponsored sport itself and the perceived attractiveness of it. Moreover, the objectivity, validity, and reliability of the findings are discussed in this part. The **seventh and last part** covers the limitations of this thesis and provides management implications based on the findings.

1.5 Domain Limitations

To reach significant findings which can be generalized to some extent, the domain of this thesis is limited following the earlier defined research objective. As the research objective of this states, the focus herein lies not in trying to understand how the parties involved in a sponsoring relationship benefit from such activities in the first place. Moreover, this research does not intend to identify or measure individual motives why someone does or does not involve in athletic activities, but more so, how the motivation alters in connection with a sponsor. The motivation of participants will be measured by utilizing the Motivation Scale for Sports Consumption (MSSC) (Trail & James, 2001), which was developed to assess the motivations behind sports spectator consumption. Hence, the focus lies more on sport spectating consumption than on active participation. The specific sport and specific sponsoring brand, which are within the scope of this research, were both determined through a pre-study. Lastly, this empirical research defines business students between the age of 23 and 28 years from the Canton of Zurich, Switzerland, as its sample.

The following chapter contains the reviewed literature for this thesis.

2 Literature Review

This chapter reviews the literature regarding the impact of brand exposure on consumer behavior, sponsorships, and further aspects which possibly have an impact on the motivation of sport consumption. In doing so, this chapter also identifies research gaps in the existing literature, which are aimed to be filled by the findings of this thesis. The herein mentioned theory will, later on, contribute to defining the conceptual framework and its hypotheses in Chapter 3. Furthermore, this chapter builds a basis for the interpretation of the empirically obtained data in Chapter 6.

2.1 Impact of Brand Exposure on Consumer Behavior

Following the applied research design of this thesis, it is seen to be useful to include previous studies that have investigated the effects of brands' mere exposure toward consumers and its impact.

Researchers from the field of social psychology have underlined the significant influence of what is known as the priming effect. Priming is a concept in which an environmental stimulus has the potential to trigger subsequent reactions of an individual by activating mental associations without conscious realization (Weingarten et al., 2016). The study of these effects has also found its appeal in the consumer domain (Fitzsimons, Chartrand, & Fitzsimons, 2008). By making use of a priming procedure, already earlier research conducted by Fazio et al. (1986) examined how the mere presentation of a brand can trigger an automatic activation of attitudes. Also, more recent research shows that a brand's identity can play a significant role in the evaluation of a product's quality, its enjoyment during consumption, and also a consumers' behavior in cases in which a brand itself is perhaps not even used directly. The reason for this is that the mere exposure of a brand has the potential to trigger identity-consistent qualities and constructs, which apply pressure on one's actions (Brasel & Gips, 2011). A brand is *"a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors"* (Kotler, 1991, p. 442), whereas the brand identity refers to these single components of a brand (Keller, 1993).

One study which is seen to be worthwhile mentioning in this context is the one conducted by Irmak, Block, and Fitzsimons (2005), as similar to the study at hand it made use of an energy drink brand. The researchers had three test groups: One control group that drank water, a second group that drank an actual energy drink (New York Minute), and a third group which had a decaffeinated energy drink (Diet Dr. Brown). The two test groups which had not received an energy drink had an empty can of “*New York Minute*” beside their glass, to test for a possible placebo effect. After the participants had consumed their beverage, the researchers measured consumers’ motivation to benefit from the energy drink’s effects, expectations of the effects of the energy drink, feeling of arousal, physical reflexes, and mental alertness. The results show that the placebo test group carried brand identity-consistent benefits despite not having consumed the product they were presented with (Irmak, Block, & Fitzsimons, 2005).

A further study to be mentioned in this context, as identical to the study at hand the brand Red Bull was used, is the one conducted by Brasel and Gips (2011). The researchers had five test groups which played the game Forza Motorsport 2 on the Xbox 360 game console. The purpose of the study was to analyze environmental non-conscious consumer behavior as a result of brand exposure. The test groups used the identical cars and racing track, yet with different logos of brands on the cars. One test group drove a vehicle on which the logo of Red Bull was visible. The Red Bull test group finished the race on average seven seconds faster in comparison to the other test groups – a difference which cannot be explained through the game. However, this particular test group also made approximately twice as many contacts with the other cars during the race. Therefore, the researchers conclude that the exposure toward Red Bull may have both positive and negative effects, due to its brand identity which has cultivated associations such as speed, energy, and aggressive risk-taking (Brasel & Gips, 2011).

As the research objective of this paper is to elaborate how a specific sponsoring brand influences consumers’ motivation of sport spectator consumption and the perceived attractiveness of that sport, the findings in this subchapter have led to the first and main hypothesis (H1) of the conceptual model in Chapter 3. It is assumed that such a motivation can be influenced depending on the sponsoring brand someone gets exposed to.

2.2 Sponsorships

A sponsorship relationship consists of two parties, namely the sponsoring-party, which provides financial means in any form to be associated with a specific event, and the sponsee-party, which offers value by enabling such associations through its property (Demirel & Erdogmus, 2014). Sponsoring can be seen as part of a company's marketing activities. It contains the planning, execution, and control of all activities related to the allocation of financial means, services, or know-how through an organization in order to reach its defined goals by promoting the sponsee (Meffert, Burmann, & Kirchgeorg, 2012, p. 706). It gets conducted, among other reasons, for economic purposes, such as to increase one's revenues and market share. However, it is especially well-suited for psychological objectives, such as the achievement of increased publicity, the improvement of one's image, the maintenance of human relations, and the motivation of employees (Meffert et al., 2012, p. 706).

There is no universally accepted definition for the term "*sponsorship*", even though it is mainly seen as a tool to build and enhance one's corporate image. (Abreu Novais & Arcodia, 2013). A popular definition is provided by Meenaghan (1983, p. 9), in which sponsorship is "*the provision of assistance, either financial or in-kind, to an activity by a commercial organization for the purpose of achieving commercial objectives*". However, this particular definition implies that companies do not necessarily expect any benefits in return for their sponsoring activities. Therefore, such kind of a provision is excluded from this particular definition. As a result, other scholars of sponsoring argue that sponsoring expenses are profit motivated (Fry, Keim, & Meiners, 1982; Gardner & Shuman, 1987). As this paper aims to provide management implications based on its findings, it is seen to be rational to utilize a broader definition for the term "*sponsorship*" provided by Lee, Sandler, and Shani (1997, p. 162):

"the provision of resources (e.g., funds, people, or equipment) by an organization directly to an event or activity in exchange for a direct association to the event or activity. The providing organization can then use this direct association to achieve either their corporate, marketing, or media objectives."

According to Meffert et al. (2012, p. 706), common areas in which sponsorships get applied are in the field of athletic-, cultural-, social-, and environmental- domains. Moreover, the involved parties in a sponsorship relationship, notably the sponsoring- and the sponsored party, try to mutually benefit from each other's image by achieving what is known as an image transfer.

When trying to understand how sponsorships influence consumers, it is common to take theoretical foundations from different disciplines, mainly psychology and advertising, into consideration (Abreu Novais & Arcodia, 2013). Based on this, previous research agrees that the event-sponsor fit, the perceived sincerity of a sponsor, the attitude toward a sponsor, and involvement are the key contributors to a consumer's awareness of a sponsor. Furthermore, these factors are ultimately responsible for generating favorable sponsorship responses (Speed & Thompson, 2000; Grohs, Wagner & Vsetecka, 2004; Mason, 2005; Gwinner & Bennett, 2008; Alonso-Dos-Santos et al., 2016). For this reason, these factors are further examined in the following subchapters to create a conceptual model and to derive hypotheses from it.

2.2.1 Image Transfer in Sport Sponsorship

In the field of sponsorship, the term "*image transfer*" is used to assess how a sponsor benefits from the inherent attributes of a sporting event (Alonso-Dos-Santos et al., 2016). By connecting the sponsor to an event which the recipient highly appreciates, positive feelings and attitudes toward the sponsor shall be established. As the term implies, the image of the event should transfer to the sponsor (Grohs, Wagner, & Vsetecka, 2004). As it is common for sponsoring brands to have psychological objectives (Meffert et al. 2012, p. 706), the transfer of consumers' positive perception of an event to the sponsoring brand, company, or organization is what ultimately determines its effectiveness (Rifon, Choi, Trimble, & Li, 2004). Various theories have been utilized in the past to understand the process of the image transfer. (Alonso-Dos-Santos et al., 2016; Rifon, Choi, Trimble, & Li, 2004). The predominant theories in this context are the conditioning theory, the meaning transfer theory, and the image transfer concept. Each theory is described in more detail in the following paragraph.

The classical conditioning theory proposes that the process of association can influence an attitude or behavior. Therefore, responses of one stimulus can transfer to another one, which was initially judged neutrally. In the context of sponsorships, the theory implies that combining a sponsor with an event results in remembering that brand with associations that originate from the event (Speed & Thompson, 2000). The meaning transfer model, as commonly found in research concerning celebrity endorsement, suggests that meanings of a symbol or person transfer to a brand if presented mutually (McCracken, 1989). Lastly, the image transfer concept implies that a specific sense moves to the sponsor by linking the brand to the sponsored event if they get presented together (Gwinner, 1997). Although the meaning transfer model and the image transfer concept are similar to each other, the first one refers explicitly to the meaning that transfers, whereas the latter to the image.

Despite these theories being predominant in trying to explain the image transfer process, other theories are also helpful in this context. The assumption that the effectiveness of corporate sponsorships is the creation of a link between the sponsor and the event primarily derives from Heider's (1946) balance theory. It suggests that a belief is out of balance and, therefore, unstable when a lowly valued object is linked to a highly valued object or vice versa. As humans continually seek to put their beliefs in balance, this theory provides a further explanation of how images become transferred and, thus, sponsorships become effective. Furthermore, another theory that explains this link and is also commonly referred to in the literature of sponsorships is the mere exposure theory introduced by Zajonc (1968). It suggests that alone the repeated confrontation with an object impacts how an individual evaluates such an object over time. In that sense, someone's evaluation of an object can alter, merely based on that person's exposure to it.

These findings serve to understand sponsorships in general better. Although not hypothesized directly, it is assumed that the image of a sponsoring brand can also affect the specific sport, which may result in perceiving it differently as a spectator.

2.2.2 Familiarity with a Sponsoring Brand

According to Grohs et al. (2004), a basic understanding of the sponsor's products or services is required from participants of a sponsored event. This is mainly because sponsorship alone cannot, or only very limitedly, transfer information about a product or a service. Hence, previous exposure to a sponsoring brand is beneficial, if not necessary, in this context.

Previous research in this academic field confirms that the post-event identification of a sponsor is more precise if consumers were already familiar with logos and signs of it (Glogger, 1999). Therefore, a brand's prominence plays an essential role in consumers' ability to recall or identify a sponsor after a sponsored event. This shows that brand prominence and the ability to identify a sponsor are closely related to each other. With regards to that, Johar and Pham (2000) explain that consumers' ability to identify a sponsor correctly after an event depends on the ability to retrieve the original event-sponsor associations. Thus, the authors suggest that a sponsor's identification depends mainly on two heuristics, which are brand-event relatedness and a sponsor's market prominence. As a result thereof, the authors conclude that sponsor identification may contain a brand prominence bias (Johar & Pham, 2000). The more a person is exposed to a brand and its message, the more will such a person become cognitively aware of it, yet at a diminishing rate (Grohs, Wagner, & Vsetecka, 2004).

Within this thesis, as later on explained in more detail, two brands are used of which purposely only one is well-known in Switzerland. The findings mentioned above support the assumption (H1) that the sponsoring brand influences the motivation of sport spectator consumption for a specific sport.

2.2.3 Attitude and Awareness toward a Sponsoring Brand

A general definition for the term brand awareness, which is seen to be applicable as well to the awareness toward a sponsor's brand, is provided by Keller (1993, p. 1) who states: "Brand awareness consists of brand recognition and brand recall performance". Brand recognition and brand awareness are related to each other, yet need to be distinguished. While brand recognition is the ability of a consumer to recognize a brand due to prior exposure, brand recall is concerned with consumers' ability to retrieve a brand when

given a specific product category or other cues about it. Hence, the first one is aided and the latter is unaided. Often both types are needed for brand awareness. Brand awareness refers to the association's consumers have with a particular brand and the sum of these associations create a brand's image (Keller, 1993).

An attitude is lasting positive or negative feeling towards a person, an object or a fact. Therefore, an attitude can also be held towards a sponsoring brand. Ajzen (2005, p. 3) defines the term as: “[...] *a disposition to respond favorably or unfavorably to object, person, institution, or event*”.

In the academic literature of sponsorships, consumers' attitude and awareness toward a sponsor consists of various components and is commonly seen as the key driver for a favorable sponsorship response. In particular to reach an increased interest, favorability, and utilization of a sponsor's products or services (Alonso-Dos-Santos et al., 2016; Grohs, Wagner & Vsetecka, 2004; Gwinner & Bennett, 2008; Speed & Thompson, 2000).

For example, Grohs et al. (2004) describe that an event-sponsor fit, involvement, and brand prominence are critical contributors to consumers' awareness of a sponsor's brand. Similarly, Gwinner and Bennett (2008) mention an event-sponsor fit to be a major contributor in generating a favorable attitude toward a sponsor. These findings also get supported by more recent research conducted by Alonso-Dos-Santos et al. (2016), who state that consumers' perceived brand congruence, attitude toward a sponsored event, and involvement with a specific topic are critical contributors to the overall awareness of a sponsor.

The findings in this subchapter have led to the second hypothesis (H2) of the conceptual model in Chapter 3. It is assumed that exposing someone to a sponsoring brand evokes the attitude toward that particular brand and, therefore, has an influence on the motivation of sport spectator consumption for a specific sport.

This subchapter also shows that previous research agrees that the attitude toward a sponsor is a complex result of various components and, thus, these aspects are covered more extensively in the following subchapters.

2.2.4 Event-Sponsor Fit

The event-sponsor fit has been treated quite extensively in the academic literature. It is particularly important when a consumer is in the process of getting to understand a sponsor's identity and is trying to recall a sponsor after an event. Mainly in such moments does the event-sponsor fit serve as a source of information. Therefore, it can be considered a heuristic for consumers (Johar & Pham, 2000; Grohs, Wagner, & Vsetecka, 2004). It is common to differentiate between a functional fit and an image related fit. Nevertheless, the terms are closely related. The functional fit defines the thematic relatedness between a sponsor and an event, whereas the image related fit incorporates the attributes connected to a sponsor as a result of a sponsored event (Grohs, Wagner, & Vsetecka, 2004).

The image-related fit, also referred to as "*brand congruence*", indicates consumers' perception of similarity or adjustment between a sponsoring and a sponsored brand. It describes consumers' perceived parallelism of the two brands (Rifon, Choi, Trimble, & Li, 2004). The more this kind of perceived parallelisms, the more likely it is to create positive outcomes based on such a sponsorship (Gwinner, 1997). Unlike the functional fit, the term brand congruence in this context refers more to the indication of consumers' perceived match between a sponsor and the sponsored brand in general, even though its applications in the advertising and marketing literature vary (Rifon, Choi, Trimble, & Li, 2004). Red Bull delivers an excellent example regarding brand congruence (image related fit). The well-known manufacturer of soft drinks promotes its product as "*stimulating users for exaggerated action*", and its sponsoring of extreme sport can, therefore, be seen as congruent to events of such kind (Grohs, Wagner, & Vsetecka, 2004). A further example, particularly well-suited to depict an excellent functional fit is provided by Adidas and its sponsoring of the soccer World Cup. As a manufacturer of sportswear, the link to such a sporting event is obvious (Grohs, Wagner, & Vsetecka, 2004).

In the academic literature, which covers the concept of event-sponsor fit, the terms "*similarity*" and "*fit*" are used interchangeably. However, they are different from each other. Fit refers to the degree to which associations of a sponsor are linked to the sponsee's product categories and, thus, describes the sense or logic behind a particular sponsoring relationship (Spiggle, Nguyen, & Caravella, 2012). In contrast to fit, the similarity between two or more parties in a sponsoring relationship stems from their commonality,

which includes common features or traits as well as aligned differences among them (Pappu & Cornwell, 2014). While the commonality in the previous example of Red Bull and extreme sports is undeniable, tobacco companies provide an excellent example of commonality of aligned differences.

Tobacco and sports are both associated with health. However, the two lie on opposite sides of the spectrum, as smoking is known to damage health and sports are known to support it. This raises the question of how people interpret similarities and differences. Even though there is no unique answer to this question, people's efficient information processing is conducted by classifying objects as similar by both conventional and distinctive features. Therefore, objects that have more commonalities and differences related to a particular commonality are more likely to be perceived as more similar (Pappu & Cornwell, 2014).

The findings in this subchapter have led to the third hypothesis (H3) of the conceptual model in Chapter 3. It is assumed that exposing someone to a sponsoring brand evokes a perceived event-sponsor fit toward a particular brand and, therefore, has an influence on the motivation of sport spectator consumption for a specific sport.

2.2.5 Commercialization of Sports

Gwinner and Bennett (2008) speculate that in individual sports, which are gaining popularity (skateboarding, snowboarding), people interested in these sports would develop a deeper involvement with the specific sport itself, instead of with athletes who come and go with the sport. In this context, the authors mention the following example: “*I am into snowboarding*” instead of “*I am a fan of Shaun White*” (2006 Olympic gold medalist in snowboarding). Through sponsorships, sports can become more accessible. However, when sports become over-commercialized, related events suffer from participants' decreased enjoyment (Chalip & McDaniel, 2002). According to Lee, Sandler, and Shani (1997), over-commercialization is perceived as a negative aspect in sporting events, mainly because consumers become more likely to conclude monetary incentives behind a sponsor's activities, instead of nobler altruistic motives. Therefore, consumers link an over-commercialization of events to the sensation of exploitation.

In this context, Speed and Thompson (2000) refer to a sponsor's sincerity in order to explain the approach and motivation behind a sponsoring brand's activities. Similar to previous findings, the authors describe that it is possible to achieve superior results originating from a sponsorship relationship if the underlying motivation is not consisting of purely commercial considerations. Also, Rifon et al. (2004) mention that consumers can perceive the activities of sponsors as either "gift-giving" or "self-promoting". The authors explain that corporations want to circumvent consumers viewing the sponsoring organizations as extrinsically motivated, to avoid negative judgments about it.

The findings in this subchapter have led to the fourth hypothesis (H4) of the conceptual model in Chapter 3. It is assumed that exposing someone to a sponsoring brand evokes a perceived sincerity toward that brand and, therefore, has an influence on the motivation of sport spectator consumption for a specific sport.

2.3 Involvement

Even though there is no single definition for the term involvement, it is associated with the importance, relevance, attachment, or interest that an object has for someone (Abreu Novais & Arcodia, 2013). The concept of involvement is commonly referred to in the academic literature regarding sponsorships as well as sports. Therefore, the following subchapters cover it more extensively.

2.3.1 Involvement in Sponsorships

In the context of sponsorships, it is distinguished by the involvement in the event and involvement in the activity in which the event gets implemented (Lee, Sandler, & Shani, 1997). In the case of the previously mentioned example of Red Bull, this implies the involvement in an event featuring extreme sports and in an extreme sport itself.

In sponsorships, the concept of involvement is especially crucial because fans who associate higher importance, and hence involvement, with the sporting event are more likely to respond positively to the sponsored activities (Speed & Thompson, 2000). Various authors agree that the level of involvement has a significant influence on a consumer's willingness to process information (Speed & Thompson, 2000; Flynn, 1993;

Alonso-Dos-Santos et al., 2016; Alexandris & Tsiotsou, 2012). Fans with a high involvement in a specific object are willing to commit themselves more intensely to an object of interest (Alonso-Dos-Santos et al., 2016) and more likely to evoke a positive emotional orientation toward a sponsor (Meenaghan, 1983).

The findings in this subchapter have led to the fifth hypothesis (H5) of the conceptual model in Chapter 3. It is assumed that someone's involvement influences the motivation of sport spectator consumption for a specific sport.

2.3.2 The Psychological Continuum Model

The extent to which people are interested and engaging in sporting activities can vary highly. While some people watch a game on TV now and then, others are fully involved in some sports to the point where it becomes a part of their lives. This raises the question of why some people feel that connected to a sport, team, or athlete, while others do not (Funk & James, 2001). A framework which explains the relationship between the viewers, the enthusiasts, and a team, sporting event, or a sport is known as the Psychological Continuum Model (PCM), which was introduced by Funk and James (2001). It covers extensively how individuals develop their involvement in a sporting object. Moreover, it also explains how psychological connections, hence one's involvement, are generated based on what that individual experiences with a sporting object. According to the PCM, individuals' involvement can change depending on the complexity of sport-related mental associations (Funk & James, 2001).

There are further frameworks which take various levels of consumers' commitment into consideration. A popular one, which also depicts a hierarchy of effects, is the AIDA Model (Barry, 1987). The model contains four levels, being awareness, interest, desire, and action, and the model explains that consumers must first be aware of a product or a service, become interested in it, need to develop a desire toward it, and only then are willing to buy it. Another framework worthwhile mentioning is the Transtheoretical Model (TTM), which represent six different levels of individuals' willingness to change their behavior (Prochaska & DiClemente, 1982). Lastly, the Active Lifestyle Stages of Adoption Model (ALSAM) portrays different extents to which individuals adopt a specific lifestyle to their lives (Brooks, 2000). However, according to Funk and James

(2001), the ALSAM and other hierarchy of effects models have been integrated into the PCM during its development. Thus, the PCM is arguably more complex and holistic in comparison to the other mentioned frameworks and was developed particularly to understand an individual's involvement in a sporting object. Figure 1 shows the four levels, or floors, which the PCM differentiates.

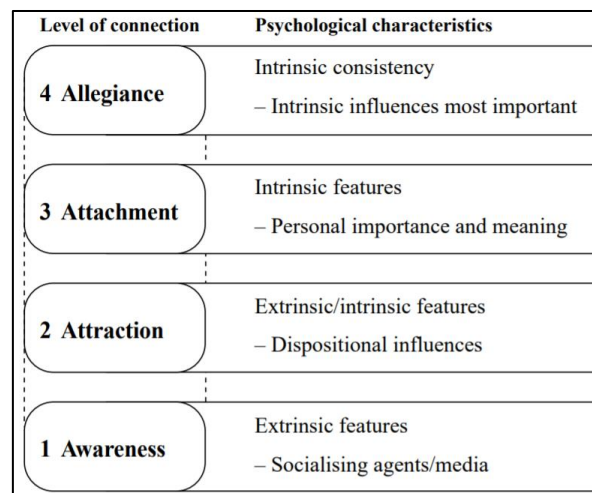


Figure 1: The Psychological Continuum Model (Funk & James, 2001)

Awareness represents the first floor in the PCM, as it is the first requirement to develop a psychological connection to a sport or a team. It symbolizes one end of the continuum and is associated with individuals' ability to recall a sporting object (Funk & James, 2001). The awareness floor marks the moment a person gets in contact with a sporting object for the first time and learns that it exists. Although an individual's awareness toward a sporting object can begin in different phases of his or her life, the PCM argues that such an awareness is mainly achieved in one's childhood. Mainly social contacts, consisting primarily of parents and friends at school, are influential with regards to the development of the specific awareness in this context.

Attraction represents the second floor in the PCM and it is reached upon one's development of awareness toward a sporting object. In this context, Funk and James (2001) mention the example of an individual moving toward attraction when beginning to distinguish between sports and teams, acquiring knowledge about the rules of a game, and becoming familiar with names of different teams. At this stage, an individual has a favorable opinion on the specific sporting object and satisfies individual needs through it.

Attachment represents the third floor in the PCM, which an individual reaches when a stable psychological connection to a sporting object is formed, as a result of increased emotional, functional and symbolic meaning of it. According to Funk and James (2001), it symbolizes the intensity to which a persons' evaluations provoked by a sporting object cause specific associations that are meaningful for him or her. The intensity of such psychological meanings is the main difference between attraction, the second floor of the PCM (Funk & James, 2001).

Allegiance represents the fourth floor in the PCM and symbolizes the peak within the continuum. In this context, Funk and James (2001) refer to the construct of loyalty or devotion toward a sporting object. This state symbolizes a stage in which consumers have made permanent psychological connections to a sporting object and their resistance to change preferences has gotten relatively strong.

These findings contribute to understanding an individual's involvement with sports and are, later on, used to interpret the empirically obtained data. Furthermore, these findings have also lead to hypothesizing that one's involvement influences the motivation of sport spectator consumption for a specific sport.

The extent to which a person is involved in a sporting object determines its psychological connection to it. According to Funk and James (2001), a person who is on the awareness floor of the continuum model is supposed to have low scores in a measurement of its involvement. Logically, a person on the allegiance floor is expected to have high scores in a measurement of its involvement. Furhtermore, Funk and James (2001) explain that a person on the attraction or attachment floor is likely to score moderately low to moderately high scores. Nevertheless, the PCM does not directly provide an instrument to measure the involvement of individuals but refers to previous research conducted in this area instead. For this reason, the Sport Involvement Inventory (Shank & Beasley, 1998) is explained in the following subchapter.

2.3.3 Sport Involvement Inventory

A definition, particularly for sports involvement, is provided by Shank and Beasley (1998, p. 436), in which it is the “*perceived interest in and personal importance of sports to an individual*”.

The same authors have also introduced the Sport Involvement Inventory (SII), which is an instrument to better understand sports fans by capturing the construct of sports involvement and by exploring the relationship between sports involvement and sports-related behaviors. The SII was developed as Shank and Beasley experienced a lack of instruments that allow assessing sports involvement from a psychological rather than a purely behavioral perspective when reviewing previous involvement studies. In that sense, the SII deals mainly with the perceived interest and personal attributed significance to sports (Shank & Beasley, 1998).

The SII is a two-factor model consisting of four sections. The first section captures the affective dimension of individuals and makes use of a semantic differential scale with a total of three seven-point-items, which include: (a) boring/exciting, (b) interesting/uninteresting, and (c) appealing/unappealing. The second section captures the cognitive dimension of individuals and also uses a semantic differential scale with a total of five seven-point-items, which include: (d) valuable/worthless (e) useless/useful, (f) not needed/needed, (g) irrelevant/relevant, and (h) important/unimportant (Shank & Beasley, 1998). Scores of a measured involvement can range from 8 to 56 points, with 8 being the lowest level of involvement with sports and 56 being the highest. In the third section, participants are questioned about the behavioral components of the inventory. Concretely, this includes questions about their media habits (TV, newspaper, and magazines), how many sporting events have been attended in the previous year, and the respondents' participation in sports. The fourth and final section of the instrument serves to collect demographic information from the respondents (Shank & Beasley, 1998).

The SII is described in this subchapter as it is the scale used to measure the involvement of participants in the questionnaire as mentioned later on in Chapter 4.

2.4 Motivation

Motivation indicates someone's intensity and direction of behavior (Kondric, Sindik, Furjan-Mandic, & Schiefler, 2013). If a sponsoring brand impacts consumers' motivation of sport spectator consumption, is at the heart of this thesis. In this context, the statement of Touré-Tillery and Fishbach (2014, p. 328) seems particularly well-suited, as the researchers state that motivation is "*the psychological force that enables action*". Ryan and Deci (2000, p. 54) provide a further statement which in a literal sense can be connected to sports "*To be motivated means to be moved to do something*". Therefore, this subchapter serves to examine the term and to explain its implications in the context of sports.

Individuals do not only differ in the level of motivation they possess to achieve a particular goal but also in the orientation of the defined objectives. While the first one is concerned with the amount of motivation, the latter covers the specific type of motivation and the underlying reasons for it (Ryan & Deci, 2000). As motivation has long been an object of academic literature (Touré-Tillery & Fishbach, 2014), the investigations of it depend on the specific scope of research. Therefore, motivation can be distinguished into different types. To be able to analyze the particular motivation of interest, it is essential to differentiate between the various kinds of it. Touré-Tillery and Fishbach (2014) distinguish between outcome-focused (extrinsic) and process-focused (intrinsic) motivation but also understand that often not only one of the two is active in the quest of achieving a single goal. In addition to that and almost controversially, the researchers mention that motivation is a psychological concept, which cannot be observed or measured directly and, therefore, it is common to focus on observable cognitive, affective, behavioral, and physiological responses when trying to capture it.

Due to the scope of the thesis at hand, this literature review distinguishes between outcome-focused (extrinsic) and process-focused (intrinsic) motivation. As these types of motivation represent general differences from each other (Ryan & Deci, 2000; Touré-Tillery & Fishbach, 2014), they are seen to apply to the scope of this thesis and, thus, helpful to consider mutually.

2.4.1 Intrinsic Motivation and Process-Oriented Motivation

According to Touré-Tillery and Fishbach (2014, p. 328), process-focused and intrinsic motivation both refer to “*dimensions of motivation concerned with elements related to the process of goal pursuit and stems from the internal benefits*”. This internal benefits can have different dimensions, such as enjoyment or an increase in someone’s self-image. Similar to this definition, also Ryan and Deci (2000, p. 56) refer to intrinsic motivation as “*the doing of an activity for its inherent satisfactions rather than for some separable consequence*”.

Intrinsic motivation often depicts itself as a spontaneous behavior, in which something is mainly done due to the positive experiences associated with extending one’s knowledge and skills. During childhood, an individual is particularly active, curious, and willing to learn, even though there is not necessarily an external motivation to do so. Hence, the intrinsic motivation is an important aspect with regards to someone’s cognitive, social, and physical development (Ryan & Deci, 2000).

In the context of sports, the study of Egli et al. (2011) based on a population of American college students showed that males, contrary to females, tend to be more intrinsically motivated, mainly due to seeking challenges, competition, and building physical strength.

The findings in this subchapter have led to the sixth hypothesis (H6) of the conceptual model in Chapter 3. It is assumed that the gender influences the motivation for sport spectator consumption of a specific sport.

2.4.2 Extrinsic Motivation and Outcome-Focused Motivation

According to Touré-Tillery and Fishbach, outcome-focused and extrinsic motivation both describe “*the motivation to attain the desired end state of a goal*”. This outcome can have different dimensions, such as being healthy, making money, or completing a specific task. Similar to this definition, also Ryan and Deci (2000, p. 55) refer to extrinsic motivation as “*doing something because it leads to a separable outcome*”. Thus, both definitions show that, in contrast to intrinsic or process-oriented motivation, the focus lies on the achievement of a specific goal.

Although intrinsic motivation is an essential type of motivation, most of the time people are not doing something strictly due to their intrinsic motivation, instead, more so because of the extrinsic one. Growing out of one's childhood is a significant reason in this context, as social demands and roles circumvent people to be intrinsically motivated (Ryan & Deci, 2000).

In the context of sports, females tend to be more extrinsically motivated, mainly due to efforts in weight management and concerns for appearances (Egli, Bland, Melton, & Czech, 2011).

The findings in this subchapter have led to the sixth hypothesis (H6) of the conceptual model in Chapter 3. It is assumed that the gender has an influence on the motivation of sport spectator consumption for a specific sport.

2.4.3 Consumers' Motives behind Sports

Knowing and understanding the underlying motives of consumers, which lead to their participation in sports, is particularly beneficial for sports marketers (Tokuyama & Greenwell, 2011). As this thesis aims to provide management implications based on its findings, this subchapter treats the concept of motivation for sports.

When being involved in the activities of a particular sport, it can either be actively as a participant or more passively as a spectator. Based on this, two consumer groups can be categorized (Tokuyama & Greenwell, 2011). The majority of the population is involved in sports to some extent, be it as a spectator or as a practitioner (Wann, 1995). A spectator is someone who is watching a sporting event, whereas a sports fan is someone who is passionate about a specific sport or athlete. As athletic activities have the power to conduct physiological and psychological changes within an individual, an increase in an individual's self-confidence and feeling of success in life are two of the most repeated and overarching findings in studies about motives for being involved in sports (Vlachopoulos, Karageorghis, & Terry, 2000).

Different scales have been developed to identify and measure the motives of consumers for being involved in sports, be it actively or passively. Examples to be mentioned in this context are the Participation Motivation Questionnaire (PMQ) created by Gill, Gross, and

Huddleston (1983), the five Motivational orientations and sports behavior provided by Weiss and Petlickhoff (1989), the motivational construct of Milne and McDonald (1999), and the Sport Motivation Scale (SPS) provided by Pelletier et al. (1995). The scales and constructs mentioned above show that there are plentiful motives that impact decisions to consume sports and that patterns of these motives vary between groups. Nevertheless, Wann (1995) provides **eight** dimensions in which most of these motives can be categorized and, therefore, can be seen as a summary of the available motivational constructs. The **first** one is eustress, which is a type of stress which is perceived positively by an individual. For example, while exercising or watching a game, a person is under some stress, yet it leads to a feeling of achievement, satisfaction, and general happiness. The **second** one is the motivation or need for self-esteem which gets fulfilled by participating in sports, be it actively or passively. For example, a feeling of accomplishment can be sensed when an individual or its favorite team wins. The **third** one is the concept of escape from everyday life, which can be provided by getting involved in sports. Closely linked to that is the **fourth** motive, called entertainment. This implies that sports offer a possibility to spend memorable time and to have fun. The **fifth** motive states that individuals also participate in sports purely for economic reasons. Even though such individuals enjoy the sport as well, the primary focus lies in predicting sports results and betting accordingly. The **sixth** one is the aesthetic value of a sport, as some sports are considered to be a kind of art. Hence, it refers to the perceived beauty of a sport. The **seventh** one is the need for affiliation, which emphasizes the need for belongingness to a particular group. The **last** one is family needs, which implies that individuals take part in sports to spend time with their families (Wann, 1995).

The particular motivational scale, which is used in this thesis, is described in more detail in the following subchapter. Moreover, as this thesis focuses rather on consumers' motivation for sport spectating consumption, the following paragraph covers this area more extensively.

Up to now, different investigations have compared sport consumer motivations across multiple sports. One which is particularly beneficial to be mentioned is the one conducted by Wann et al. (2008). It aimed at identifying different motivational profiles of sport fans of 13 different sport disciplines. These disciplines were classified into three different

dichotomies, being individual versus team, aggressive versus non-aggressive, and stylistic versus non-stylistic.

Especially for stylistic disciplines, the inherent beauty and artistic expressions were found to be underlying and dominant motives of sport spectators, such as in figure skating or gymnastics (Wann et al., 2008). For both individual and non-aggressive disciplines, especially the aesthetic component of a sport was found to be the primary motivational aspect of such sport fans. Examples of individual disciplines the researchers focused on are, among others, tennis or boxing, whereas examples to be mentioned for non-aggressive disciplines are professional baseball or figure skating (Wann et al., 2008).

As the sport of snowkiting plays an essential role in the research design of this thesis, the motives of sports fans for individual, non-aggressive and stylistic disciplines are of particular interest. These components seem to fit well with this particular sport, as it is not a team sport, does not entail full contact with other athletes, and allows room for artistic expressions.

2.4.4 Motivation Scale for Sports Consumption

The Motivation Scale for Sports Consumption (MSSC) was introduced by Trail and James in 2001. It was developed to measure particularly the motivations behind sport spectator consumption behavior and because the authors identified a lack of validity in the previous scales to measures sport fans' motivation. In this context, the authors explicitly mention the Sport Fan Motivation Scale (SFMS) introduced by Wann (1995) and the Motivations of the Sport Consumer(MSC) introduced by Milne and McDonald (1999).

Based on the scales of Wann and McDonald, and further literature on sport sociology, the MSSC was developed with initially nine subscales (Trail & James, 2001). Since its original use, it has been modified slightly. Concretely, the family subscale has been removed as it is not seen as a motive for attendance or for being a fan. Additionally, other items have been reworded (Trail, 2012). The MSSC is one of the most commonly utilized instruments to measure sports spectating consumption (Hamari & Sjöblom, 2017). Below, the eight subscales are listed and a definition for each motive is provided.

Motive	Definition Motivated by ...
Vicarious Achievement:	The need for social prestige, self-esteem and sense of empowerment that an individual can receive from their association with a successful team.
Acquisition of Knowledge:	The need to learn about the team or players through interaction and media consumption.
Aesthetics:	The artistic appreciation of the sport due to its inherent beauty.
Drama/Eustress:	The need to experience pleasurable stress or stimulation gained from the drama of the event.
Escape:	The need to find a diversion from work and the normal, unexciting activity of everyday life.
Physical Attractiveness of the Athletes:	Watching sports because of the physical attractiveness or “sex appeal” of an individual athlete or group of athletes.
Physical Skills:	The appreciation of the physical skill of the athletes or the well-executed performance of the team.
Social Interaction:	The need to interact and socialize with others of like interests to achieve feelings that one is part of a group.

Figure 2: Subscales, Motives respectively, of the MSSC and its Definitions (Trail, 2012, S. 4)

The MSSC is described in this subchapter as it is the scale used to measure the motivation of sport spectator consumption of participants in the questionnaire, as described later on in Chapter 4.

2.5 High-Risk Sports

As a video of snowkiting serves as a stimulus for the participants of the experiment conducted in the scope of this thesis, this subchapter covers the topic of high-risk sports in more detail. Furthermore, the two brands which are also a crucial part of the experiment are presented herein.

2.5.1 High-Risk Sports in General

A sport is typically called “*high-risk*” or also an extreme sport if a mismanaged situation is likely to result in a life threatening outcome. Even though other sports which are not considered to be “*high-risk*” entail higher injury rates in comparison to sports which are defined as such, they are still classified as dangerous or risky. For example, athletes

playing football are more likely to get injured in comparison to someone performing a bungee jump, yet the latter is seen to be a high-risk activity (Woodman, Hardy, Barlow, & Le Scanff, 2010)

Extreme sports are stereotypically classified as the same category, despite having essential contrasting characteristics. For instance, although bungee jumping and mountaineering are both viewed as high-risk sports, the two differ in various aspects. Someone can perform a bungee jump with minimal preparation and does not necessarily need to have previous experience. The activity lasts about one minute and includes a significant portion of thrill. In contrast, expeditionary mountaineers are required to spend much time carefully preparing and coordinating an expedition (Woodman et al. 2010).

In the academic literature, seeking for sensation is commonly referred to as an explanation for why people involve in high-risk sports, although as mentioned earlier, not all extreme sports represent the same amount of thrill seeking (Woodman et al. 2010). The main motive behind extreme sports that require a great amount of preparation, such as mountaineering or ocean rowing, is mainly the search for experience. These sports are characterized by the challenges along the journey with the elements and the self (Lester, 2004).

2.5.2 Snowkiting

Snowkiting is an emerging extreme sport in which large kites are used to create a vertical lift and to convert the force of the wind into energy that allows an athlete to get momentum. The kites can be used both in combination with skis or snowboards. Athletes performing this sport can reach velocities of 100 km/h, go uphill, and perform big jumps. The athletes are attached to the kite via two lateral lines, mostly made of nylon, which are between 20 and 30 meters long (Moroder et al., 2011).

When wind conditions become more intense while performing this sport, the sky literally is the limit. Therefore, the athletes are prone to injuries. The injury rate for this sport is 8.4 injuries per 1000 hours of exposure, which can range from mild to severe (Moroder et al., 2011). In comparison, according to the research conducted by the Norwegian Ski Lift Association during the winter seasons 2000/2001, the injury rate for traditional alpine

skiing, snowboarding, and telemarking is 1.5 injured per 1000 skier/snowboarder days (Ekeland, Sulheim, & Rodven, 2005).

The sport of snowkiting is described in this subchapter as participants of the experiment are presented with a video (stimulus) of athletes performing this sport. The experiment itself is described in more detail in Chapter 4.

2.5.3 The Role of Red Bull in High-Risk Sports

Red Bull was first introduced in the Austrian market in the year 1987 and has created a new product category for energy drinks. Up to now, Red Bull is available in 171 countries. Since its market entry, more than 68 billion Red Bull cans have been consumed (Red Bull, 2018). The brand offers five different product categories, which are the Red Bull Energy Drink, Red Bull Sugarfree, Red Bull Zero Calories, Red Bull Editions, and ORGANICS by Red Bull (Red Bull, 2018). Under the company's slogan, "*Red Bull gives you wings*" the energy drink promotes that the consumption of the product vitalizes both body and mind (Red Bull, 2018).

Moreover, the brand has become famous for its involvement in extreme sports and the creation of corresponding events, such as, for example, the Red Bull Air Race, Red Bull Cliff Diving, or Red Bull BC One (Red Bull, 2018). In 2012, Red Bull was involved in one of the most prominent cases of branded content with its project "*Red Bull Stratos*". It was a space diving project with the Austrian skydiver Felix Baumgartner, in which a record-breaking freefall from 39 kilometers was accomplished and put the company's slogan "*Red Bull gives you Wings*" into action (Red Bull Stratos, 2012). It is estimated that the jump cost Red Bull approximately EUR 50 million, which is supposedly only a fraction of the company's yearly marketing budget (Sports Business Daily, 2012).

Red Bull is described in this subchapter as it is part of the stimulus, which is presented to the participants of the experiment conducted in this thesis. The experiment itself is described in more detail in Chapter 4.

2.5.4 The Role of Dark Dog in High-Risk Sports

Dark Dog was created in Austria in the year 1995 and launched in the year 2000 after the final concept had been approved. According to the company's homepage, its products are highly recognized in countries like Paraguay, Uruguay, Chile, Sweden, Austria, and France. Nevertheless, the brand is distributing its products in over 30 countries worldwide (Dark Dog, 2018).

The company's original drink contains caffeine from guarana berries and other vitamins. Other versions of it are also offered, such as a sugar-free version, a zero version, as well as one with a blood orange taste. Under the company's slogan *#HeroesOnly* different sports get promoted, such as kitesurfing, cliff diving, skydiving, motorsports, climbing, and others (Dark Dog, 2018).

Dark Dog is described in this sub-chapter as it is part of the stimulus, which is presented to the participants of the experiment conducted in this thesis. The experiment itself is described in more detail in Chapter 4.

2.6 Research Gap(s)

As far as the pursuit of reaching the defined research objective is concerned, the topics covered within this literature review are interrelated. Therefore, these topics are taken into mutual consideration in order to identify the research gaps.

The literature review on sponsorship has shown that most research in this area is concerned with understanding, analyzing, and measuring the favorable responses for the sponsoring brand resulting from a sponsoring relationship (Speed & Thompson, 2000; Grohs, Wagner & Vsetecka, 2004; Mason, 2005; Gwinner & Bennett, 2008; Alonso-Dos-Santos et al., 2016). Beneficial effects for a sponsor's brand based on the image transfer in a sponsoring relationship, the attitude of consumers toward a sponsor and its events, the perceived event-sponsor fit, the commercialization of sports as a result of sponsoring, and the familiarity with a sponsor's brand are common components which can be found in the academic literature of this area. Nevertheless, at this point, it is unclear whether a sponsor

also has the potential to alter the perceived attractiveness and consumers' motivation to involve in activities of such a sponsored sport.

The PCM (Funk & James, 2001), which is also covered in this literature review, serves to explain consumers' sport and event behavior based on their involvement. The framework, however, does not provide an answer to the question if consumers engage in activities of a certain sport, which is potentially perceived as more attractive due to a particular sponsor. Furthermore, the conducted literature review on the topic of motivation in sports was not able to provide an answer to this question.

Although academic literature touches on various points concerning brand exposure, findings resulting from these fields remain limited (Ferraro, Bettman, & Chartrand, 2009). Based on the conducted literature review of this field, at this point, it can only be assumed that a sport which is being sponsored might be perceived differently by consumers. However, academic literature does not provide any confirmations to this assumption to this date.

To the best knowledge of the author of this thesis, no study which treats the effects of sponsorships on consumers' motivation to engage in activities regarding a specific sport which is being sponsored and the perceived attractiveness of it has been published yet. Filling this research gap would enhance the understanding regarding the effects of sponsorships, motivation to engage in certain sports, and brand exposure.

The following chapter contains the conceptual framework and hypotheses derived from the reviewed literature.

3 Conceptual Model and Hypotheses

The conceptual model shown in Figure 3 represents the variables to be examined and their relationship to each other graphically. The conceptual model is used for actual ideas and beliefs, which are being held about the herein studied phenomenon (Maxwell, 2005). It is worthwhile mentioning that the respondents' age is purposely not being conceptualized in this model, as the sample for this study consists of participants between the age of 23 and 28 years. Nevertheless, respondents are being asked for it in the questionnaire.

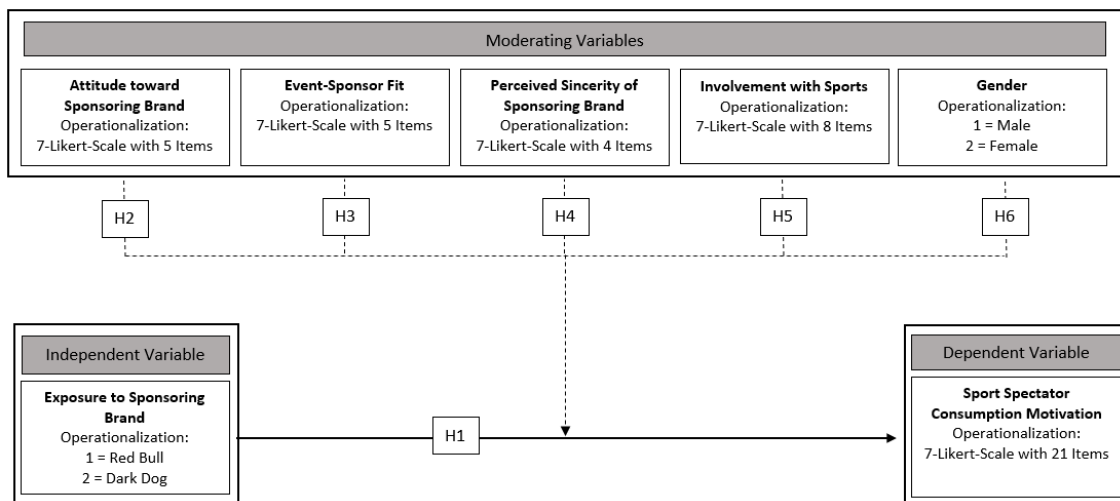


Figure 3: Conceptual Model

It is valuable explaining that the exposure to the sponsoring brand is the only variable being manipulated in the experiment and, therefore, the only one which qualifies as an independent variable. The remaining variables in Figure 3 are subject to the individual respondent and exposure of the specific sponsoring brand. Thus, such variables are not being actively manipulated and cannot be treated as independent variables (Berekoven, Eckert, & Ellenrieder, 2009, p. 146).

Below, the hypotheses are defined.

-
- H1: *The motivation of sport spectator consumption for snowkiting differs between the two groups, subject to the sponsoring brand, which respondents are being exposed to.*
- H2: *The evoked attitude toward a sponsoring brand based on respondents' exposure to it, has an influence on the motivation of sport spectator consumption for snowkiting.*
- H3: *The evoked event-sponsor fit toward a sponsoring brand based on respondents' exposure to it, has an influence on the motivation of sport spectator consumption for snowkiting.*
- H4: *The perceived sincerity of a sponsoring brand based on respondents' exposure to it, has an influence on the motivation of sport spectator consumption for snowkiting.*
- H5: *The involvement influences the motivation of sport spectator consumption for snowkiting.*
- H6: *The gender influences the motivation of sport spectator consumption for snowkiting.*

In the next chapter, the applied methodology of this thesis is explained.

4 Methodology

In order to analyze how sponsoring brands influence consumers' motivation behind sport spectator consumption, both secondary and primary data are being used in this research. In a first step, a profound literature review is conducted to build a solid base, to identify the research gaps in this field, and to define the research objective and questions. In a further step, an online experiment is conducted to collect primary data. The following subchapters provide further information on the applied process of the online experiment, as well as the experimental and control group. Also, the operationalization of the single variables is described herein.

4.1 Pre-Study

In order to select a specific sponsoring brand and a specific sport, a two-phased pre-study was conducted with a total of 20 participants. The first phase of the pre-study served to identify and select a specific sport. The chosen sport is snowkiting, as this was the sport participants were least familiar with. The reason for choosing a sport which participants are not familiar with is to ensure that the participants do not yet have a strong opinion about the specific sport and, as a result of that, are more influenceable subject to the presented stimulus. A 5-point-Likert-scale was presented to the participants, ranging from "*not familiar at all*" to "*totally familiar*", where each listed sport could be rated. Other sports which were integrated into the pre-study are bouldering/rock climbing, freestyle soccer, free running, breakdance, obstacle course, cliff diving, free diving, freestyle frisbee, and slacklining. The full pre-study is attached in Annex 2.

In the second phase, a list with various industries of which sponsors may come from (sports apparel and equipment, beverages, banks, cars, lottery & gaming, telecom, food, media, insurances) were presented to the participants. Respondents were asked to name brands which are known to them as sponsors of a sport. Hence, the participants had to mention the brand names unaidedly. Unlike the sport in the first phase, the brand is chosen which respondents are most familiar with, in order to ensure that the brand familiarity is high enough to have an influence on the subject when presented with a stimulus. Red Bull is the chosen brand for this research project.

4.2 Experiment

An experiment is a procedure in which one or more independent variable is/are being manipulated for the purpose of observing effects on a corresponding dependent variable. In this context, it is crucial that it needs to be possible to actively manipulate the independent variables in order to accurately measure its effects on the dependent variables (Berekoven, Eckert, & Ellenrieder, 2009, p. 146). A laboratory experiment is seen to be particularly well-suited, as it offers the possibility to put participants through an artificial process in a controlled environment, which allows observing the relationship of the defined variables. Furthermore, experiments are considered to be the safest method of empirical social research to test causal hypotheses (Atteslander, 2010, S. 179).

The experiment serves to examine whether a causal relationship between the exposure to the sponsoring brand and the motivation toward the presented sport, exists. For the experiment as a research method, the quantitative approach is used for the purpose of gaining knowledge (Hussy, Schreier, & Gerald, 2013, p. 9). Therefore, in this experiment, the sport of snowkiting is being researched, while the manipulated information is “*the sponsoring brand*”. For the manipulation there are two groups, one of them being the “*Red Bull Group*” and the second one, being the control group, called the “*Dark Dog Group*”. The brand Red Bull is being used as it was mentioned most often during the pre-study and, therefore, participants of the experiment are assumed to be familiar with it. The brand Dark Dog is also an energy drink brand from Austria. It is assumed that Swiss respondents of the experiment are not familiar with this brand. Next to the country of origin, Dark Dog shares further similarities with Red Bull, as Dark Dog, too, is active in sponsoring various high-risk sports, such as skateboarding, skydiving, climbing, kitesurfing, and more.

The participants of the research project will randomly be categorized into the two groups. As two homogeneous groups are being compared within this experiment, it complies with a parallel group design (Calder, Phillips, & Tybout, 1981). To both groups, the same instructions and purpose of this research project will be explained. In a next step, only one of the two corresponding videos will be shown randomly. The two videos are a compilation of athletes performing the sport of snowkiting and are both identical, and differ only in the manipulated information regarding the specific sponsor of the shown

event within the video. Alternative explanations for differences in the participants' answers should be eliminated by avoiding or keeping interfering variables constant (Döring & Borz, 2016, p. 196). The visibility of further brands within the video is being kept to a minimum. Hence, possible differences in the participants' answers cannot be explained by the sport itself shown in the video. The video has a total length of 1:08 minutes, during which the respondents are constantly exposed to the particular sponsoring brand. The video is structured in **four parts**, as described below. Again, it is important to keep in mind that each respondent is randomly exposed to only one of the two brands and, therefore, completes the survey corresponding to the presented brand.

Part 1: 0:00 – 0:05 (5 seconds)

Firstly, one of the two texts shown below appears and stays for five seconds.



Figure 4: Scene A1 (Red Bull) and A2 (Dark Dog) of the Presented Stimulus

Part 2: 00:05 – 00:10 (5 seconds)

Secondly, the logo of one of the two sponsoring brands is visible in front of a black background for 5 seconds. For Dark Dog the Logo on the can was chosen, so respondents know that it is an energy drink brand.



Figure 5: Scene B1 (Red Bull) and B2 (Dark Dog) of the Presented Stimulus

Part 3: 00:10 – 01:03 (53 seconds)

Thirdly, a snowkiting compilation with a length of 53 seconds appears with the logo of the particular sponsoring brand being visible in the right bottom corner. The figure below shows one of the scenes which appears in the videos.



Figure 6: Scene C1 (Red Bull) and C2 (Dark Dog) of the Presented Stimulus

Part 4: 01:03 – 01:08 (5 seconds)

Fourthly, the logo of one of the two sponsoring brands is again visible on a black background for 5 seconds, identical as in Part B. Once the video has ended, the participants will be asked to continue with the questionnaire.



Figure 7: Scene D1 (Red Bull) and D2 (Dark Dog) of the Presented Stimulus

4.3 Sampling

Through randomization the person-related disturbances can be controlled, by recruiting socio-demographically similar subjects in advance and putting them randomly into the experimental- and control groups (Döring & Borz, 2016, p. 196). Due to distributing the participants randomly into the groups within this research, the selection bias can be excluded (Heckmann, 1979). The participants are not informed about the investigation's hypotheses in order to ensure and increase the objectivity of this thesis (Häder, 2015, p. 316).

The participants of this research are selected in a manner, which allows having a sample in which the individuals are as homogenous as possible to each other. The sample will focus on business students enrolled at a business school in the canton of Zurich and they were approached in a snowball sampling method. Additionally, only participants between the age of 23 and 28 years are being considered. In order to ensure validity, the will, as well as the honesty of the subjects with regard to their answers, is significantly relevant. Therefore, the questionnaire is conducted anonymously in order to assume that it is completed in an honest way.

When conducting experimental research, requirements of the sample size should already be taken into consideration before the data collection. In this context, Huber, Meyer, and Lenzen (2014, p. 29) state that the number of selected factors and the factor levels determine the minimum sample size required for an evaluation of data. A number of 20 participants per experimental group ($n = 20$) should be regarded as the absolute minimum number for a variance analytical evaluation. However, it would be desirable to exceed a sample size of $n = 30$ per experimental group (Huber, Meyer, & Lenzen, 2014, p. 29). Therefore, a minimum of 60 participants in total is needed.

4.4 Operationalization

In the following subchapters, the dependent, moderating, and independent variables of the conceptual model are operationalized. The applied instrument used in order to collect data is a written questionnaire. The internal consistency of a scale should be assessed before its application in a particular measurement to ensure the validity of the collected data (Tavakol & Dennick, 2011). Therefore, only scales are used herein which are already tested and count to be reliable.

Firstly, respondents are asked about the moderating variable “*Involvement*”, which serves to identify one’s general involvement with sports. These questions get asked before showing the video, in order to ensure that these answers are not influenced by the experiment. After having completed these questions, the video is shown to the respondents. Right after the video has ended, the independent variable “*Motivaiton*” will be measured. In the next step, respondents will be asked about the remaining moderating variables.

A computerized questionnaire will be used, as it simplifies the analysis and evaluation of the collected data (Döring & Borz, 2016, p. 608) and the order of the questions can be controlled (Baur & Blasius, 2014, p. 604). Additionally, the questionnaire is designed in a manner which is easily comprehensible for the participants (Hussy, Schreier, & Gerald, 2013, pp. 73-74).

4.4.1 Familiarity with Sponsoring Brands

The familiarity with the sponsoring brands is operationalized in the same manner as in the study of Grohs, Wagner, and Vsetecka (2004). Respondents are asked whether or not they are familiar with the sponsoring brand and given the answer possibilities “Yes” or “No”. Hence, it is a dichotomous variable.

Item		Operationalization of Brand Familiarity
Red Bull	Dark Dog	
BF1_rb	BF1_dd	Are you familiar with the brand [<i>insert brand name</i>]? In particular before taking part in this survey.

Table 1: Operationalization of Brand Familiarity (Grohs, Wagner, & Vsetecka, 2004)

As described earlier, two brands with varying familiarities are chosen for this research design. The question in the above presented table serves to control that this is actually the case. The independent variable is manipulated in a manner that only of the two test groups gets exposed to a brand which is well-known in Switzerland. This question is integrated to control the manipulation of the independent variable and, thus, no Cronbach’s Alpha is reported regarding this specific scale.

4.4.2 Attitude toward the Sponsoring Brands

The moderating variable regarding the attitudes toward Red Bull and Dark Dog is operationalized through the semantic differential scale, called “*attitude toward the advertiser*”, provided by Bruner (2009, pp. 112-113). It has been used in previous research projects in the field of sponsorships (Speed & Thompson, 2000; Rifon, Choi, Trimble, & Li, 2004). The scales consist of five bi-polar adjectives intended to capture a consumer’s overall evaluation of a particular advertiser, which might also be referred to as “*the sponsor*” or “*the company*”. Five items are used, with 7-point scales.

Items		Operationalization of Attitude toward Sponsoring Brands
Red Bull	Dark Dog	
-	-	Thinking about [<i>insert brand name</i>], please evaluate this company by selecting the point on each scale that best represents your attitude to the company.
AT1_rb	AT1_dd	1. good / bad
AT2_rb	AT1_dd	2. pleasant / unpleasant
AT3_rb	AT1_dd	3. favorable / unfavorable
AT4_rb	AT1_dd	4. positive / negative
AT5_rb	AT1_dd	5. reputable / not reputable

Table 2: Operationalization of Attitude toward the Sponsoring Brands Bruner (2009, pp. 112-113)

The internal consistency of the scale is uniformly high. Table 3 presented below shows the reported Cronbach's Alphas of studies in which this instrument was used too (Bruner, 2009, pp. 112-113).

Variable	Author	Cronbach's Alpha (α)	M	SD
Attitude toward Sponsoring Brand	(Speed & Thompson, 2000)	(.97)	4.60	1.28
	(Rifon, Choi, Trimble, & Li, 2004)	(.90)	5.03 / 5.30	n. a.

Table 3: Reported Cronbach's Alphas for Scale "Attitude toward the Advertiser" (Bruner, 2009, pp. 112-113)

As shown in Table 3 above, Speed and Thompson (2000) as well Rifon et al. (2004) report Cronbach's Alphas, which are all above the acceptable value of 0.70 (Field, 2013) and, therefore, have a high level of internal consistency. Additionally, Bruner (2009, pp. 112-113) refers to further studies and their Cronbach's Alphas to show the high internal consistency of this scale. In particular to the one's conducted by Lohse and Rosen (2001) with a Cronbach's Alpha of (.93), Muehling (1987) with (.96), Mackenzie and Lutz (1989) with (.90), and Sinclair (2005) with (.84). It is visible that all Cronbach's Alphas are above the acceptable value of 0.70 (Field, 2013) and, therefore, this scale is seen to have a high level of reliability.

4.4.3 Event-Sponsor Fit of the Sponsoring Brands

The event-sponsor fit is operationalized in the same manner as in the study of Speed and Thompson (2000). Respondents are asked to indicate the level of agreement, ranging from "strongly disagree" to "strongly agree", with a total of five statements on a 7-point Likert-

type scale. The items refer to general notions of fit, being the similarity, logical connection, and making sense, to avoid any particular kind of fit.

Item		Operationalization of Event-Sponsor Fit
Red Bull	Dark Dog	
EF1_rb	EF1_dd	There is a logical connection between the event and [insert brand name].
EF2_rb	EF2_dd	The image of the event and the image of [insert brand name] are similar.
EF3_rb	EF3_dd	[insert brand name] and the event fit together well.
EF4_rb	EF4_dd	[insert brand name] and the event stand for similar things.
EF5_rb	EF5_dd	It makes sense to me that [insert brand name] sponsors this event.

Table 4: Operationalization of Event-Sponsor Fit (Speed & Thompson, 2000)

As shown in Table 5 below, Speed and Thompson (2000) report a Cronbach's Alpha, which is above the acceptable value of 0.70 (Field, 2013) and, therefore, this scale has a high level of internal consistency.

Variable	Cronbach's Alpha (α)	M	SD
Event-Sponsor Fit	(.95)	3.15	1.49

Table 5: Reported Cronbach's Alphas; Mean, and Standard Deviation (Speed & Thompson, 2000)

4.4.4 Perceived Sincerity of the Sponsoring Brands

Respondents are asked about their assumed underlying motivation of the specific company for sponsoring events that feature snowkiting. Therefore, Speed and Thompson's (2000) scale "*perceived sincerity toward a sponsor*" is operationalized, which consists of a four-item, seven-point Likert-type scale. The items are mentioned as statements about the sponsoring company's motivation (altruism versus commercial) and respondents are asked to indicate the level of agreement with each statement, ranging from "*strongly disagree*" to "*strongly agree*".

Item		Operationalization of perceived Sincerity of Sponsoring Brand
Red Bull	Dark Dog	
PE1_rb	PE1_dd	The sport would benefit from this sponsorship at the grassroots level.
PE2_rb	PE2_dd	The main reason [insert brand name] would be involved in the event is because [insert brand name] believes the event deserves support.
PE3_rb	PE4_dd	[insert brand name] would be likely to have the best interests of the sport at heart.
PE4_rb	PE5_dd	[insert brand name] would probably support the event even if it had a much lower profile.

Table 6: Operationalization of Perceived Sincerity of Sponsoring Brands (Speed & Thompson, 2000)

As shown in Table 7 below, Speed and Thompson (2000) report a Cronbach's Alpha, which is above the acceptable value of 0.70 (Field, 2013) and, therefore, this scale has a high level of internal consistency.

Variable	Cronbach's Alpha (α)	M	SD
Perceived Sincerity of the Sponsoring Brand	(.88)	2.58	1.33

Table 7: Reported Cronbach's Alphas; Mean, and Standard Deviation for Perceived Sincerity of Sponsoring Brands (Speed & Thompson, 2000)

4.4.5 Involvement

The involvement is operationalized according to the Sport Involvement Inventory (SII) introduced by Shank and Beanley (1998). Therefore, the involvement will be measured with an eight-item, seven-point semantic differential scale, to measure both the affective and cognitive involvement of respondents. Also, in accordance with the SII, the behavioral dimension will be measured additionally. Even though part of the SII, demographic information of the respondents will not be asked for in this part of the survey (Shank & Beasley, 1998).

Items	Operationalization of Attitude toward Sponsoring Brands	Dimension
-	What is your opinion on sports in general? Thinking about Sports, please evaluate it by selecting the point on each scale that best represents your attitude to Sports in general.	-
IN1	1. boring / exciting	Affective
IN2	2. uninteresting / interesting	
IN3	3. unappealing / appealing	
IN4	4. useless / useful	Cognitive
IN5	5. not needed / needed	
IN6	6. irrelevant / relevant	
IN7	7. unimportant / important	
IN8	8. worthless / valuable	

IN9	Number of hours per week spent watching sports-related programming on television. - Less than 3h / 3 – 7h / More than 7h	Behavioral
IN10	Number of hours per week spent reading sports-related articles. - Less than 1h / 1 – 2h / More than 2h	
IN11	Number of hours per week spent exercising or playing sports. - Less than 3h / 4 – 6h / More than 6h	
IN12	Number of sporting events attended last year. - Less than 4 events / 5 – 6 events / More than 7 events	

Table 8: Operationalization of Involvement (Shank & Beasley, 1998)

As shown in Table 9 below, Shank and Beasley (1998) report a Cronbach's Alpha, which is above the acceptable value of 0.70 (Field, 2013) for the affective and cognitive dimension (operationalized through a Likert-scale) and, therefore, this scale has a high level of internal consistency. Although no Cronbach's Alpha is available for the behavioral dimension, it will be applied regardless in order not to change the measurement instrument.

Variable		Cronbach's Alpha (α)	M	SD
Affective and cognitive dimension		(.93)	43.5	10.2
Behavioral dimension	Number of h watching	n.a.	5.3 h / week	n. a.
	Number of h reading		1.3 h / week	n. a.
	Number of h participating		5.1 h / week	n. a.
	Number of events attended		3.5 / year	n. a.

Table 9: Reported Cronbach's Alphas; Mean, and Standard Deviation for Involvement (Shank & Beasley, 1998)

4.4.6 Motivation

Motivation represents the dependent variable in the conceptual framework of this thesis. Unable to find any prior research or studies in Switzerland or in any countries which are culturally similar, pertaining to the motivation behind snowkiting, the author of this thesis searched for related studies. The research uncovered the Motivation Scale for Sports Consumption (MSSC) introduced by Trail and James (2001). For this thesis, the MSSC

is chosen, as its items are general enough to be applicable to the context of snowkiting and as it shows a better validity in comparison to other scales.

Furthermore, as the thesis' focus lies rather on the motivation of sport spectator consumption, it is seen to provide more meaningful management implications. The items are being measured on a seven-point Likert-type scale, ranging from “*strongly disagree*” to “*strongly agree*”.

Item		Operationalization	Motive
Red Bull	Dark Dog		
VA1_rb	VA1_dd	It increases my self-esteem.	Vicarious Achievement
VA2_rb	VA2_dd	It enhances my sense of self-worth	
VA3_rb	VA3_dd	It improves my self-respect.	
AE1_rb	AE1_dd	I enjoy the artistic value.	Aesthetics
AE2_rb	AE2_dd	I like the beauty and grace of the sport.	
AE3_rb	AE3_dd	It is a form of art.	
ES1_rb	ES1_dd	It provides me with an opportunity to escape the reality of my daily life for a while.	Escape
ES2_rb	ES2_dd	I can get away from the tension in my life.	
ES3_rb	ES3_dd	It provides me with a distraction from my daily life for a while.	
AK1_rb	AK1_dd	I can increase my knowledge about the activity.	Acquisition of Knowledge
AK2_rb	AK2_dd	I can increase my understanding of the activity by watching the event.	
AK3_rb	AK3_dd	I can learn about the technical aspects by watching the event.	
PS1_rb	PS1_dd	I enjoy watching it because of the skills of the athletes.	Physical Skills of the Athletes
PS2_rb	PS2_dd	I enjoy watching it because of the performance of the athletes.	
PS3_rb	PS3_dd	I enjoy watching it because of the athleticism of the athletes.	
SI1_rb	SI1_dd	I like to socialize with others.	Social Interaction
SI2_rb	SI2_dd	I like having the opportunity to interact with other people.	
SI3_rb	SI3_dd	I enjoy talking to other people.	
PA1_rb	PA1_dd	I enjoy watching athletes who are physically attractive.	Physical Attractiveness
PA2_rb	PA2_dd	The main reason I watch Snowkiting is because I find the athletes physically attractive.	
PA3_rb	PA3_dd	An individual athlete's “sex appeal” is a big reason why I watch Snowkiting.	

Table 10: Operationalization of the Motivational Factors (Trail, 2012)

Despite the intention to use the eight subscales of the MSSC in its originality, the subscale “*Drama/Eustress*” is not being operationalized herein. Due to its wording, it refers to team sports only (Trail, 2012) and, therefore, is not applicable in the context of snowkiting. This results in operationalizing the variable of motivation based on seven subscales with a total of 21 items. The subscales which are included in the questionnaire have slightly been adjusted for this specific survey. Concretely, the term “*players*” has been replaced with “*athletes*”, as it is seen to fit better into the context of snowkiting. Additionally, the term “*game*” has been replaced with “*event*”, as this fits better with the video shown to the respondents. Lastly, the term “*strategy*” has been replaced with “*activity*”, as the original term does not match with the context of snowkiting. These adjustments are considered to be minor and, therefore, do not interfere with the reliability of this instrument.

As shown in Table 11 below, Trail (2012) reports Cronbach's Alphas, which are all above the acceptable value of 0.70 (Field, 2013) and, therefore, this scale has a high level of internal consistency.

Motives	Cronbach's Alpha (α)	Average Variance Extracted (AVE)
Vicarious Achievement	(.85 - .89)	(.66 - .74)
Aesthetics	(.87 - .89)	(.70 - .75)
Escape	(.72 - .85)	(.51 - .66)
Acquisition of Knowledge	(.80 - .92)	(.59 - .79)
Physical Skills of the Athletes	(.75 - .91)	(.52 - .78)
Physical Attractiveness	(.78)	(.69)
Social Interaction	(.78 - .93)	(.54 - .82)
Drama/Eustress	(.75 - .82)	(.51 - .61)

Table 11: Cronbach's Alphas and AVEs of the Motivational Factors (Trail, 2012)

4.4.7 Demographics of Respondents

The participants' gender will be based on a nominal scale, whereas the age is measured on the basis of a ratio scale (University of Zurich, 2016). Lastly, respondents will be asked to confirm that they are enrolled at a business school in the Canton of Zurich.

Item	Demographic Information	Operationalization
DI1	Gender	Please choose your gender.
DI2	Age	Please indicate your age.
DI3	Student	Are you currently enrolled as a student at a business school in the Canton of Zurich?

Table 12: Operationalization of Demographic Information

In the next chapter, the data is presented which was obtained by using the herein applied research design.

5 Analysis of the Empirically Collected Data

This chapter evaluates the results of the empirically collected data. For this purpose, the two programs Excel and SPSS were used. The goal is to test the reliability of the applied scales and to verify or falsify the hypotheses. These evaluations will be used for the discussion in Chapter 6 and the recommendations in Chapter 7.

5.1 Data Preparation

Before being able to conduct a statistical analysis of the empirically collected data, it had to be prepared for further steps. Therefore, the completed questionnaires were exported from Unipark, which is the online-software used for the data collection. In a first step, all random data was removed from the file. In a second step, the labels were checked and named, so that they can be explicitly assigned to the questions. The initial data preparation showed that a total of 115 respondents had completed the survey.

Some of these answers had to be excluded as they did not correspond with the defined sample, meaning that they did not meet the defined age (23 – 28 years) and were not enrolled as students at a business school in the Canton of Zurich. As expected, all respondents were familiar with the brand Red Bull, and most respondents were not familiar with Dark Dog. One respondent was familiar with Dark Dog and, therefore, was also excluded from the following analysis. This resulted in having 104 valid answers.

5.2 Descriptive Analysis (not Group specific)

The data is herein firstly descriptively analyzed before testing the hypotheses in Chapter 5.5. Of particular interest is the data concerning the demographics of the respondents, their involvement in sports, and their motivation behind sport spectator consumption in the case of snowkiting. The analysis conducted in this subchapter is not yet group wise. The remaining moderating variables, as defined in the conceptual model (Chapter 3), are descriptively analyzed later on as they are brand specific and, thus, it is not seen to be useful to create descriptive group statistics for those variables at this point.

5.2.1 Descriptive Analysis of the Sample: Demographic Information

As shown in Table 13 below, a total of 104 valid answers have been collected. Of these 104 respondents, a total of 50% were female ($n = 52$) and 50 % male ($n = 52$).

Gender (Item DI1)					
		Frequency	Percent	Valid Percentages	Cumulative Percentages
Valid	male	52	50.0	50.0	50.0
	female	52	50.0	50.0	100.0
	total	104	100.0	100.0	

Table 13: Descriptive Statistics Gender

As mentioned earlier in Chapter 3, the age is not part of the conceptual framework. The participants of this research are selected in a manner which allows having a sample in which the individuals are as homogenous as possible to each other. Therefore, the defined range of age has been between 23 and 28 years. The table presented below shows that the respondents were all between 23 and 28 years of age, with the mean age at $M = 25.558$ ($SD = 1.433$).

Age (Item DI2)						
	N	Minimum	Maximum	Mean	Standard Deviation	Variance
Age	104	23	28	25.558	1.433	2.055

Table 14: Descriptive Statistics Age

Under the defined sample for this research, Table 15 presented below shows that all respondents are currently enrolled as business students in the Canton of Zurich.

Student (Item DI3)					
		Frequency	Percent	Valid Percentages	Cumulative Percentages
Valid	Student	104	100.0	100.0	100.0

Table 15: Descriptive Statistics Student

5.2.2 Descriptive Analysis of the Experiment

The participants of the research project were randomly categorized into one or the other group. Out of the 104 validly collected questionnaires, a total of 48.1 % ($n = 50$) were exposed to the brand Red Bull and 51.9% ($n = 54$) were exposed to the brand Dark Dog.

Brands					
		Frequency	Percentage	Valid Percentage	Cumulative Percentages
Valid	Red Bull	50	48.1	48.1	48.1
	Dark Dog	54	51.9	51.9	100.0
	Total	104	100.0	100.0	

Table 16: Descriptive Statistics Brands

5.2.3 Descriptive Analysis of the Involvement

Table 17 presented below provides a descriptive analysis of the respondents' affective and cognitive involvement in sports based on the earlier described SII. It is visible that all means are between 5.913 and 6.308. The table also provides the analysis for the accumulated values of the affective and cognitive dimension, as according to Shank and Beasley (1998) scores of a measured involvement can range from 8 to 56 points, with 8 being the lowest level of involvement with sports and 56 being the highest. The mean for the cumulated values of the affective and cognitive dimension is 48.923. In comparison to the mean of 43.5 reported by Shank and Beasley (1998), the mean found herein shows that the respondents perceive a high interest and personal importance toward sports.

Involvement										
Dimension		Affective Dimension			Cognitive Dimension				Affective & Cognitive Dimension cumulated	
Item		V1	V2	V3	V4	V5	V6	V7	V8	-
N	Valid	104	104	104	104	104	104	104	104	104
	Missing	0	0	0	0	0	0	0	0	0
Mean		6.067	6.029	5.913	6.231	6.308	5.990	6.173	6.212	48.923
Standard Error Mean		0.102	0.115	0.126	0.119	0.114	0.129	0.123	0.109	0.791
Median		6.000	6.000	6.000	7.000	7.000	6.000	7.000	6.500	51.000
Standard Deviation		1.036	1.170	1.286	1.209	1.166	1.318	1.258	1.112	8.064
Variance		1.073	1.368	1.653	1.461	1.361	1.738	1.581	1.236	65.023
Skewness		-1.366	-1.542	-1.457	-2.475	-2.198	-1.927	-2.216	-2.418	-1.866
Standard Error Skewness		0.237	0.237	0.237	0.237	0.237	0.237	0.237	0.237	0.237
Kurtosis		2.213	2.591	2.273	8.076	5.443	4.209	5.309	8.206	4.320
Standard Error Kurtosis		0.469	0.469	0.469	0.469	0.469	0.469	0.469	0.469	0.469

Table 17: Descriptive Analysis of Affective and Cognitive Dimension of Involvement

Table 18 presented below provides a descriptive analysis of the respondents' behavioral involvement in sports based on the earlier described SII. In Annex 4 a visualization of the data is presented in the form of bar graphs.

Behavioral Dimension of Involvement						
		Item	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	less than 3h	IN9 (watch)	82	78.8	78.8	78.8
	3 - 7 h		22	21.2	21.2	100
	Total		104	100	100	
Valid	less than 1h	IN10 (read)	74	71.2	71.2	71.2
	1 - 2 h		20	19.2	19.2	90.4
	more than 2h		10	9.6	9.6	100
	Total		104	100	100	
Valid	less than 3h	IN11 (exercise / play)	31	29.8	29.8	29.8
	4-6 h		43	41.3	41.3	71.2
	more than 6h		30	28.8	28.8	100
	Total		104	100	100	
Valid	less than 4 events	IN12 (attend)	59	56.7	56.7	56.7
	5 - 6 events		28	26.9	26.9	83.7
	more than 7 events		17	16.3	16.3	100
	Total		104	100	100	

Table 18: Descriptive Analysis of Behavioral Dimension of Involvement

5.2.4 Descriptive Analysis of the Motivation

Table 19 presented below shows the means, standard deviations and the variances of the tested motivational factors for both test groups combined. The data shown below is not yet group specific. As the motivation of sport spectator consumption was measured on a 7-point Likert-scale, the means could take values between 1 and 7. The measured mean values herein range from 2.75 to 5.769. The dimensions “*Aesthetics*” and “*Physical Skills of the Athletes*” have the highest means, whereas the dimension “*Physical Attractiveness*” has the lowest mean.

Motivation																						
Dimension		Vicarious Achievement			Aesthetics			Escape			Acquisition of Knowledge			Physical Skills of the Athletes			Social Interaction			Physical Attractiveness		
Variable		VA1	VA2	VA3	A1	A2	A3	E1	E2	E3	AK1	AK2	AK3	PS1	PS2	PS3	SI1	SI2	SI3	PA1	PA2	PA3
N	Valid	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.673	3.606	3.615	5.442	5.769	5.423	4.913	4.529	4.779	4.721	4.990	4.288	5.731	5.750	5.317	4.885	4.942	5.096	4.885	2.865	2.750
Standard Error Mean		0.160	0.157	0.163	0.148	0.106	0.119	0.153	0.156	0.139	0.134	0.124	0.162	0.110	0.109	0.122	0.148	0.141	0.146	0.142	0.167	0.169
Median		4.000	4.000	4.000	6.000	6.000	5.000	5.000	5.000	5.000	5.000	5.000	5.000	6.000	6.000	5.000	5.000	5.000	5.000	5.000	3.000	2.000
Standard Deviation		1.628	1.604	1.662	1.506	1.081	1.212	1.559	1.595	1.421	1.361	1.266	1.653	1.125	1.113	1.248	1.509	1.440	1.491	1.443	1.701	1.722
Variance		2.649	2.571	2.763	2.268	1.170	1.470	2.429	2.543	2.019	1.854	1.602	2.732	1.267	1.238	1.559	2.278	2.074	2.224	2.084	2.894	2.966
Skewness		0.076	-0.008	0.104	-1.504	-0.699	-1.067	-0.920	-0.874	-0.883	-1.197	-1.095	-0.684	-1.157	-1.170	-0.840	-1.010	-0.693	-1.135	-0.782	0.468	0.676
Standard Error Skewness		0.237	0.237	0.237	0.237	0.237	0.237	0.237	0.237	0.237	0.237	0.237	0.237	0.237	0.237	0.237	0.237	0.237	0.237	0.237	0.237	0.237
Kurtosis		-0.721	-0.527	-0.777	3.234	-0.074	2.366	0.506	0.559	0.601	1.719	1.195	-0.468	2.666	2.922	1.412	1.495	0.569	1.613	0.820	-0.853	-0.570
Standard Error Kurtosis		0.469	0.469	0.469	0.469	0.469	0.469	0.469	0.469	0.469	0.469	0.469	0.469	0.469	0.469	0.469	0.469	0.469	0.469	0.469	0.469	0.469

Table 19: Descriptive Statistics Motivation

Table 20 presented below shows the correlations between the dimensions of the MSSC. For this purpose, the three items of each dimension have been combined, which results in $N = 312$. Furthermore, it is important to keep in mind that the table considers the results of both brands. The highest correlation exists between "*Vicarious Achievement*" and "*Escape*" with $r = .419$, $p = .000$. The lowest correlation exists between "*Physical Attractiveness*" and "*Acquisition of Knowledge*" with $r = .009$, $p = .870$.

Correlations								
		VA	AE	ES	AK	PS	SI	PA
VA	Pearson Correlation	1	.309**	.419**	.288**	.265**	.179**	.285**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.001	0.000
	N	312	312	312	312	312	312	312
AE	Pearson Correlation	.309**	1	.288**	.186**	.377**	0.111	0.106
	Sig. (2-tailed)	0.000		0.000	0.001	0.000	0.051	0.062
	N	312	312	312	312	312	312	312
ES	Pearson Correlation	.419**	.288**	1	.204**	.285**	.188**	.264**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.001	0.000
	N	312	312	312	312	312	312	312
AK	Pearson Correlation	.288**	.186**	.204**	1	.279**	0.090	0.009
	Sig. (2-tailed)	0.000	0.001	0.000		0.000	0.113	0.870
	N	312	312	312	312	312	312	312
PS	Pearson Correlation	.265**	.377**	.285**	.279**	1	.112*	.223**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.047	0.000
	N	312	312	312	312	312	312	312
SI	Pearson Correlation	.179**	0.111	.188**	0.090	.112*	1	.133*
	Sig. (2-tailed)	0.001	0.051	0.001	0.113	0.047		0.019
	N	312	312	312	312	312	312	312
PA	Pearson Correlation	.285**	0.106	.264**	0.009	.223**	.133*	1
	Sig. (2-tailed)	0.000	0.062	0.000	0.870	0.000	0.019	
	N	312	312	312	312	312	312	312

** . Correlation is significant at the 0,01 level (2-tailed).

*. Correlation is significant at the 0,005 level (2-tailed).

Table 20: Correlations between Motivational Dimensions

5.3 Reliability Tests of the Applied Scales

This subchapter analyzes the reliability of the applied scales in the questionnaire. The purpose of this is to detect possible deviations of the reliability of the scales described earlier. Therefore, the internal consistency is looked at through the Cronbach's Alpha as it is the most extensively used objective measure of reliability. It represents the degree to which all the items in a particular measurement cover the same concept or construct (Tavakol & Dennick, 2011).

The Cronbach's Alpha is expressed as a number between 0 and 1. Usually, the higher the value, the better the internal consistency. However, there are different reports about the acceptable values of alpha, ranging from 0.70 to 0.95. A small value of alpha might be a result of a small number of questions, poor inter-relatedness between items or heterogeneous constructs. In cases in which Alpha is too high, it may imply that some items are redundant as they are measuring a same topic of interest but in a different manner (Tavakol & Dennick, 2011).

5.3.1 Reliability Test for the Attitude toward the Sponsoring Brand

As presented in Table 21 below, the attitude toward the sponsoring brand has an alpha of $\alpha = .943$, which corresponds to the required value of .7.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.943	0.945	5

Table 21: Reliability Statistics of Attitude toward the Sponsoring Brand

To measure the attitudes toward the sponsoring brands the scale called "*attitude toward the advertiser*" was used provided by Bruner (2009, pp. 112-113). As mentioned earlier, this scale has been used in various studies in the past, and Cronbach's Alphas ranging from .84 to .97 have been reported for it. Therefore, it is stated that the reliability of this measurement is given based on the herein measured value.

5.3.2 Reliability Test for the Event-Sponsor-Fit

As presented in Table 22 below, the event-sponsor-fit has an alpha of $\alpha = .949$, which corresponds to the required value of .7.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.949	0.949	5

Table 22: Reliability Statistics of the Event-Sponsor Fit

To measure the event-sponsor fit the scale provided by Speed and Thompson (2000) was used. The authors reported a Cronbach's Alpha of .95 for this scale. With almost identical values, it is stated that the reliability of this measurement is given.

5.3.3 Reliability Test for the Perceived Sincerity of the two Brands

As presented in Table 23 below, the perceived sincerity of the sponsoring brands has an alpha of $\alpha = .774$, which corresponds to the required value of .7.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.774	0.771	4

Table 23: Reliability Statistics of the Perceived Sincerity

To measure the perceived sincerity of the two brands, the scale provided by Speed and Thompson (2000) was used with a reported Cronbach's Alpha of .88. The herein measured value is lower than the one for Speed and Thompson (2000), yet still considered as sufficient. Accordingly, the measurement is reliable.

5.3.4 Reliability Test for the Involvement

As presented in Table 24 below, the involvement in sports has an alpha of $\alpha = .941$, which corresponds to the required value of .7.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.941	0.942	8

Table 24: Reliability Statistics of Involvement

To measure the involvement in sports, the Sport Involvement Inventory (SII) provided by Shank and Beasley (1998) with a reported Cronbach's Alpha of .93 was used. The herein measured value is higher than the one of Shank and Beasley (1998) and, therefore, the

measurement is considered as reliable. It needs to be mentioned that these values are only for the affective and cognitive dimension of the involvement. The reliability of the behavioral dimension cannot be fully confirmed and, therefore, it is excluded from the following analysis. As mentioned earlier, it was primarily used not to change the instrument.

5.3.5 Reliability Test for the Motivation

As presented in Table 25 below, the subscales have alphas ranging from of $\alpha = .737$ to $\alpha = .946$, which corresponds to the required value of .7.

Reliability Statistics			
Dimension	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Vicarious Achievement	0.946	0.946	3.000
Aesthetics	0.737	0.758	3.000
Escape	0.879	0.881	3.000
Acquisition of Knowledge	0.833	0.841	3.000
Physical Skills of the Athletes	0.897	0.901	3.000
Physical Attractiveness	0.787	0.777	3.000
Social Interaction	0.906	0.906	3.000

Table 25: Reliability Statistics of Motivation

Motivation represents the dependent variable in the conceptual framework of this thesis. It was measured by making use of the Motivation Scale for Sports Consumption (MSSC). For its subscales Cronbach's Alphas ranging from .51 to .82 were reported by Trail (2012). All the Cronbach's Alphas measured herein are above the acceptable level and, therefore, the reliability of this measurement is given.

5.4 Testing for Normal Distribution

All multi-item scales were checked for normal distribution to assess whether parametric tests may be applied when testing the hypotheses. This test was done with the utilization of histograms and by assessing the Kolmogorov-Smirnov and Shapiro-Wilk test. The full details of these evaluations can be found in Annex 5. The results show that the majority of the items are significantly not normally distributed. Therefore, for the following tests of the hypotheses, non-parametric tests need to be applied.

5.5 Testing of Hypotheses

This subchapter deals with a confirmatory data analysis by testing the hypotheses defined in Chapter 3. As described later on in more detail, a Mann-Whitney-U test is conducted for the first hypothesis, whereas the remaining hypotheses are tested based on multiple linear regression.

5.5.1 Hypothesis 1

H1: *The motivation of sport spectator consumption for snowkiting differs between the two groups, subject to the sponsoring brand, which respondents are being exposed to.*

As the first and foremost hypotheses states, it is of particular interest to find out whether the motivation of the two groups differs significantly. A particularly well-suited test to check for differences in the central tendencies of two independent samples is the Mann-Whitney U test, especially when the requirements of a t-test are not met. Conducting an ANOVA or MANOVA-test would both not be applicable in the context of Hypothesis 1, as ANOVA is used for dependent samples and MANOVA is used in cases of a normal distribution with more than two dependent variables (University of Zurich, 2016). Both of these requirements are not met herein.

The Mann-Whitney-U Test also referred to as “U-Test”, is a method applied to evaluate an experiment with two independent groups, whose conditions differ in an independent variable. Similar to the t-test for independent samples, the Mann-Whitney-U Test checks whether the differences in the two groups are subject to random or systematic influences on a dependent variable. However, the Mann-Whitney-U test is the nonparametric equivalent of it. This means that the test does not take assumptions of the distribution of its data into consideration. Unlike the t-test, a measurement is not analyzed directly, but rather the rankings assigned to them. The Mann-Whitney-U Test examines the null hypothesis (H_0) that there is no difference between the two groups regarding the collected feature (Rasch, Friese, Hofmann, & Naumann, 2010, p. 144). As motivation is a complex construct, each subscale of the MSSC is looked at independently to find out which of the motivational dimension are affected by the brand exposure.

Table 26 presented below shows the groupwise descriptive statistics for each of the measured dimensions of the MSSC. It can be seen that each mean is higher for the Red Bull group. Furthermore, the median is higher for the dimension “*Aesthetics*” and “*Physical Skills*”.

Descriptive Statistics								
Brand		VA	AE	ES	AK	PS	SI	PA
Red Bull	Mean	3.960	5.793	5.047	4.787	5.813	5.273	3.573
	N	150	150	150	150	150	150	150
	Standard Deviation	1.757	1.166	1.318	1.522	1.032	1.326	1.926
	Standard Error Mean	0.143	0.095	0.108	0.124	0.084	0.108	0.157
	Variance	3.086	1.360	1.736	2.317	1.066	1.757	3.709
	Median	4	6	5	5	6	5	4
Dark Dog	Mean	3.327	5.315	4.457	4.556	5.401	4.698	3.432
	N	162	162	162	162	162	162	162
	Standard Deviation	1.435	1.349	1.657	1.397	1.268	1.561	1.871
	Standard Error Mean	0.113	0.106	0.130	0.110	0.100	0.123	0.147
	Variance	2.060	1.820	2.747	1.950	1.608	2.436	3.502
	Median	4	5	5	5	5	5	4

Table 26: Groupwise Descriptive Statistics of the Motivational Dimensions

To find out whether the differences between the two groups are significant, the results of the Mann-Whitey-U test are shown below in Table 27. As it can be seen, the asymptotic significance is below $p = 0.05$ for all items besides “*Physical Attractiveness*”. Hence, the null hypothesis of the test (H_0), which assumes no difference between the two groups, is only accepted for “*Physical Attractiveness*”. For the remaining dimensions the null hypothesis is rejected and, thus, a significant difference between the two groups exists.

Test Statistics							
	VA	AE	ES	AK	PS	SI	PA
Mann-Whitney-U	9'644.500	9'472.000	9'532.500	10'528.500	9'928.500	9'347.500	11'465.000
Wilcoxon-W	22'847.500	22'675.000	22'735.500	23'731.500	23'131.500	22'550.500	24'668.000
Z	-3.247	-3.487	-3.379	-2.113	-2.911	-3.616	-0.875
Asymp. Sig. (2-tailed)	0.001	0.000	0.001	0.035	0.004	0.000	0.382

Table 27: Results of the Mann-Whitney-U Test for H_1

The hypothesis H_1 is accepted for the dimensions "Vicarious Achievement", "Aesthetics", "Escape", "Acquisition of Knowledge", "Physical Skills of the Athletes", "Social Interaction", and rejected for "Physical Attractiveness".

5.5.2 Multiple Regression Analysis

Unlike the first hypothesis, in all the remaining hypotheses the influence of a specific variable on respondents' motivation is of particular interest. Therefore, hypothesis 2 – 6 will be answered based on a multiple regression analysis. Additionally, a Mann-Whitney-U test is conducted for the brand-related variables to test the significance of the found differences between the groups. Nevertheless, the hypotheses will not be answered based on this particular test.

The multiple regression analysis belongs to the group of multivariate methods. The goal of such methods is to examine a construct with more than one independent or dependent variable. The multiple regression is used when a dependent variable is tried to be predicted by more than one independent variable (Rasch, Frieze, Hofmann, & Naumann, p. 163).

When conducting a multiple linear regression analysis, the dependent variable has to be interval scaled, and the independent variables have to be interval scaled or encoded as dummy variables. Normal distribution is not a requirement (University of Zurich, 2017). To test the hypotheses 2 – 6, a multiple linear regression analysis is performed separately for each of the two brands by including all variables at the same time. This method is applied if a model, as in this work, is based on theoretical considerations (University of Zurich, 2017).

A. Multiple Regression Analysis for Red Bull

In the model summary provided below, the column “*R-Square*” explains how well the estimated concept fits the collected data. It defines to what extent the independent variables can explain the variance in the dependent variable. It takes values between 0 and 1, where 0 means that the concept has no explanatory power and 1 that the model can predict the collected values perfectly (University of Zurich, 2017).

It is seen to be problematic that “*R-Square*” is influenced by the number of independent variables in the model, as *R-Square* increases with the number of independent variables. Therefore, it is corrected downwards via the “*Adjusted R-Square*”. This correction is all the greater, the more variables in the model, but the smaller, the larger the sample.

In Table 28 presented below it can be seen that R-Square is 0.185, whereas the adjusted R-Square is 0.164. The R-Square values explain that around 16 - 18 percent of the “*Motivation*” is explained by the regressors in the case of Red Bull. For an investigation of this kind, this is seen to be an acceptable value.

Model Summary				
Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
1	0.430	0.185	0.164	1.660

Table 28: Model Summary of the Multiple Regression Analysis for Red Bull

To test the null hypothesis, the p-value is considered. In SPSS, the p-value (empirical significance) of the calculated F-value is shown in the column “*Sig.*” of Table 29. The value here is 0.00 and, thus, there can be no doubt about the significance of the model. Consequently, the null hypothesis which states that the model does not explain anything can be rejected. The model is significant ($p = .000$). For this reason, the analysis can be continued (University of Zurich, 2017).

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.185	5	24.237	8.8	.000
	Unstandardized Residual	534.315	194	2.754		
	Total	655.5	199			

Table 29: ANOVA for Red Bull

In the following step, it is tested whether the regression coefficients (betas) are also significant. Therefore, a t-test is carried out for each of the regression coefficients. The results of the t-test can be found in the columns “*T*” and “*Sig.*” in Table 30 presented below.

In the column “*Standardized Coefficients*” it can be seen that the “*Involvement*” has the highest Beta and, therefore, it can be concluded that this variable ($\beta = .265$, $p = .000$) has the most powerful impact on the “*Motivation*”. The “*Perceived Sincerity*” has the second highest Beta ($\beta = .198$, $p = .011$) and, therefore, it can be concluded that this variable also has a powerful impact on the “*Motivation*”. The remaining variables do not have sufficient significance levels of 0.05, 5 percent respectively, whereby it can be concluded that they do not have a significant influence on the “*Motivation*”.

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-1.559	1.092		-1.428	0.155	-3.712	0.594
	Attitude	0.145	0.111	0.096	1.305	0.194	-0.074	0.365
	Perceived Sincerity	0.206	0.080	0.198	2.582	0.011	0.049	0.364
	Involvement	0.531	0.137	0.265	3.863	0.000	0.260	0.802
	Event-Sponsor-Fit	0.136	0.092	0.107	1.477	0.141	-0.045	0.317
	Gender	0.400	0.251	0.110	1.591	0.113	-0.096	0.896

Table 30: Coefficients of the Multiple Regression Analysis for Red Bull

It can be concluded that Red Bull has enhanced the respondents' motivation, as in the case of this group the motivation can be explained by the perceived sincerity of the brand and one's involvement with sports.

B. Multiple Regression Analysis for Dark Dog

In Table 31 presented below it can be seen that the R-Square is 0.030, whereas the adjusted R-Square is 0.007. Based on these values, it can be said that regressors explain less than 3 percent of the "*Motivation*" in the case of Dark Dog. Unlike the regression analysis conducted for Red Bull, this value is seen to be low and, therefore, not powerful in predicting the dependent variable.

Model Summary				
Model	R	R-Squared	Adjusted R-Square	Std. Error of the Estimate
1	0.174	0.030	0.007	1.67152

Table 31: Model Summary of the Multiple Regression Analysis for Dark Dog

In Table 32 presented below it can be seen that the model as a whole is not significant ($p = .262$) in the case of Dark Dog. For this reason, the analysis cannot be continued directly (University of Zurich, 2017).

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.258	5	3.652	1.307	0.262
	Unstandardized Residual	586.738	210	2.794		
	Total	604.995	215			

Table 32: ANOVA for Dark Dog

Although the model is not significant, the regression coefficients (Betas) in the following table show that the involvement itself would be significant. For this reason, the model

will be tested again for significance with the “*Involvement*” as the only independent variable.

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-1.559	1.092		-1.428	0.155	-3.712	0.594
	Attitude	0.145	0.111	0.096	1.305	0.194	-0.074	0.365
	Perceived Sincerity	0.206	0.08	0.198	2.582	0.011	0.049	0.364
	Involvement	0.531	0.137	0.265	3.863	0	0.26	0.802
	Event-Sponsor-Fit	0.136	0.092	0.107	1.477	0.141	-0.045	0.317
	Gender	0.4	0.251	0.11	1.591	0.113	-0.096	0.896

Table 33: Coefficients of the Multiple Regression Analysis for Dark Dog

C. Multiple Regression Analysis for Dark Dog with “*Involvement*” as the only Independent Variable

In Table 34 presented below it can be seen that the adjusted R-Square is 0.034, whereas the adjusted R-Square is 0.032. The value of R-Square explains that around 3 percent of the “*Motivation*” is explained by the involvement. Although these values are higher than the ones in the first regression analysis of Dark Dog, they are still seen to be too low and, therefore, not powerful in predicting the dependent variable.

Model Summary				
Model	R	R-Squared	Adjusted R-Square	Std. Error of the Estimate
1	0.185	0.034	0.032	1.693

Table 34: Model Summary of the Multiple Regression Analysis for Dark Dog (“*Involvement*” only)

In Table 35 presented below, it can be seen that the model as a whole is significant when considering the involvement as the only independent variable ($p = .000$) in the case of Dark Dog. For this reason, the analysis can be continued from here on (University of Zurich, 2017).

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.785	1	43.785	15.280	0
	Unstandardized Residual	1'232.215	430	2.866		
	Total	1'276.000	431			

Table 35: ANOVA for Dark Dog (“*Involvement*” only)

In Table 36 provided below, it is tested whether the regression coefficient (betas) is also significant. In the column “*Standardized Coefficients*” it can be seen that the “*Involvement*” has a positive Beta that shows to be significant ($\beta = .185$, $p = .000$) and, therefore, has an influence on the “*Motivation*”.

Coefficient								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.943	0.365		8.062	0.000	2.225	3.660
	Involvement	0.230	0.059	0.185	3.909	0.000	0.115	0.346

Table 36: Coefficients of the Multiple Regression Analysis for Dark Dog (“*Involvement*” only)

It can be concluded that Dark Dog has not enhanced or contributed to the respondents’ motivation, as in the case of this group the motivation can only be explained through one’s involvement with sports.

5.5.3 Hypothesis 2

H2: *The evoked attitude toward a sponsoring brand based on respondents’ exposure to it, has an influence on the motivation of sport spectator consumption for snowkiting.*

When comparing the means of the two brands regarding the attitude toward the specific brand, in Table 37 it can be seen that the attitude toward Red Bull is higher for each item of this scale. The overall mean of the attitude toward Red Bull is 3.536, whereas the overall mean of the attitude toward Dark Dog is 2.581.

		Descriptive Statistics					
Brand		AT1	AT2	AT3	AT4	AT5	AT1 - AT5 accumulated
Red Bull	Mean	3.440	3.580	3.460	3.340	3.860	3.536
	N	50	50	50	50	50	250
	Standard Deviation	1.215	1.126	1.164	1.303	1.195	1.206
	Standard Error Mean	0.172	0.159	0.165	0.184	0.169	0.076
	Variance	1.476	1.269	1.356	1.698	1.429	1.455
	Median	4	4	4	4	4	4
Dark Dog	Mean	2.722	2.574	2.574	2.667	2.370	2.581
	N	54	54	54	54	54	270
	Standard Deviation	0.878	0.964	0.882	0.932	0.996	0.932
	Standard Error Mean	0.119	0.131	0.120	0.127	0.136	0.057
	Variance	0.770	0.928	0.777	0.868	0.992	0.869
	Median	3	3	3	3	2	3

Table 37: Groupwise Descriptive Statistics of the Attitudes toward the two Brands

To find out whether the differences in the two groups are significant, the Mann-Whitey-U test shown below in Table 38 is conducted. As it can be seen, the asymptotic significance is below $p = 0.05$ for all items and, hence, the differences are significant.

Test Statistics					
	AT1	AT2	AT3	AT4	AT5
Mann-Whitney-U	847.000	668.000	750.500	863.000	472.500
Wilcoxon-W	2'332.000	2'153.000	2'235.500	2'348.000	1'957.500
Z	-3.407	-4.614	-4.055	-3.281	-5.846
Asymp. Sig. (2-tailed)	0.001	0.000	0.000	0.001	0.000

Table 38: Results of the Mann-Whitney-U Test for the Differences between the Attitudes

Despite the significant Mann-Whitney-U test, the results of the multiple regression analysis showed that no significant relationship between the attitude toward the sponsoring brand and the motivation exists in the case of both brands (Red Bull: $\beta = 0.096$, $p = .194$ / Dark Dog: $\beta = 0.026$, $p = .749$).

Therefore, the hypothesis H2 is rejected for both brands.

5.5.4 Hypothesis 3

H3: *The evoked event-sponsor fit toward a sponsoring brand based on respondents' exposure to it, has an influence on the motivation of sport spectator consumption for snowkiting.*

When comparing the means of the two brands regarding the event-sponsor fit, in Table 39 it can be seen that the respondents found that Red Bull fits better as a sponsor for snowkiting events. The overall mean of the event-sponsor fit for Red Bull is 5.388, whereas the overall mean of the event-sponsor fit for Dark Dog 3.415.

Descriptive Statistics							
	Brand	EF1	EF2	EF3	EF4	EF5	EF1 - EF5 accumulated
Red Bull	Mean	5.360	5.120	5.500	5.240	5.720	5.388
	N	50	50	50	50	50	250
	Standard Deviation	1.411	1.493	1.403	1.422	1.325	1.416
	Standard Error Mean	0.200	0.211	0.198	0.201	0.187	0.090
	Variance	1.990	2.230	1.969	2.023	1.757	2.005
	Median	6	5	6	6	6	6
Dark Dog	Mean	3.463	2.889	3.519	3.370	3.833	3.415
	N	54	54	54	54	54	270
	Standard Deviation	1.488	1.475	1.622	1.458	1.551	1.539
	Standard Error Mean	0.203	0.201	0.221	0.198	0.211	0.094
	Variance	2.216	2.176	2.632	2.124	2.406	2.370
	Median	3.5	3	4	4	4	4

Table 39: Groupwise Descriptive Statistics of Event-Sponsor-Fit for the two Brands

To find out whether the differences in the two groups are significant the Mann-Whitey-U test shown below in Table 40 is conducted. As it can be seen, the asymptotic significance is below $p = 0.05$ for all items besides the second one. Hence, the differences are significant for all items.

Test Statistics					
	EF1	EF2	EF3	EF4	EF5
Mann-Whitney-U	474.000	398.000	465.500	471.500	458.000
Wilcoxon-W	1'959.000	1'883.000	1'950.500	1'956.500	1'943.000
Z	-5.780	-6.269	-5.845	-5.804	-5.916
Asymp. Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000

Table 40: Results of the Mann-Whitney-U Test for the Event-Sponsor Fit

Despite the significant Mann-Whitney-U test, the results of the multiple regression analysis showed that no significant relationship between the attitude toward the

sponsoring brand and the motivation exists in the case of both brands (Red Bull: $\beta = 0.107$, $p = .141$ / Dark Dog: $\beta = -0.043$, $p = -0.540$).

Therefore, the hypothesis H3 is rejected for both brands.

5.5.5 Hypothesis 4

H4: *The perceived sincerity of a sponsoring brand based on respondents' exposure to it, has an influence on the motivation of sport spectator consumption for snowkiting.*

When comparing the means of the two brands regarding the perceived sincerity, in Table 41 it can be seen that the respondents perceive Red Bull as more sincere. The overall mean of the perceived sincerity for Red Bull is 4.380, whereas the overall mean of the perceived sincerity for Dark Dog 3.446.

Descriptive Statistics						
Brand		PE1	PE2	PE3	PE4	PE1 - PE4 accumulated
Red Bull	Mean	5.160	4.120	4.300	4.220	4.380
	N	50	50	50	50	250
	Standard Deviation	1.405	1.757	1.832	1.788	1.663
	Standard Error Mean	0.199	0.248	0.259	0.253	0.105
	Variance	1.974	3.087	3.357	3.196	2.767
	Median	5	4.5	5	4	5
Dark Dog	Mean	4.037	3.852	3.352	3.148	3.446
	N	54	54	54	54	166
	Standard Deviation	1.273	1.323	1.261	1.089	1.248
	Standard Error Mean	0.173	0.180	0.172	0.148	0.097
	Variance	1.621	1.751	1.591	1.185	1.558
	Median	4	4	3	3	3

Table 41: Groupwise Descriptive Statistics for the Perceived Sincerity of the two Brands

To find out whether the differences in the two groups are significant, the Mann-Whitey-U test shown below in Table 42 is conducted. As it can be seen, the asymptotic significance is below $p = 0.05$ for all items besides the second one. Hence, the differences are significant for PE1, PE3, and PE4.

Test Statistics				
	PE1	PE2	PE3	PE4
Mann-Whitney-U	696.000	1'183.000	924.500	850.000
Wilcoxon-W	2'181.000	2'668.000	2'409.500	2'335.000
Z	-4.365	-1.109	-2.821	-3.319
Asymp. Sig. (2-tailed)	0.000	0.267	0.005	0.001

Table 42: Results of the Mann-Whitney-U Test for the Perceived Sincerity

The results of the multiple regression analysis show that a significant relationship between the perceived sincerity and the motivation exist in the case of Red Bull, however, not in the case of Dark Dog (Red Bull: $\beta = 0.198$, $p = .011$ / Dark Dog: $\beta = 0.094$, $p = .156$).

Therefore, the hypothesis H4 is accepted for Red Bull, however, rejected for Dark Dog.

5.5.6 Hypothesis 5

H5: *The involvement influences the motivation of sport spectator consumption for snowkiting.*

When comparing the means of the involvement of the two groups, in Table 43 it can be seen that the values are close to each other. The overall mean of the involvement of the Red Bull group is 49.620, whereas the overall mean of the involvement of the Dark Dog group is 48.278.

Descriptive Statistics										
Brand		IN1	IN2	IN3	IN4	IN5	IN6	IN7	IN8	IN1 - IN8 accumulated
Red Bull	Mean	6.140	6.220	6.000	6.340	6.340	6.000	6.260	6.320	49.620
	N	50	50	50	50	50	50	50	50	50
	Standard Deviation	0.833	0.864	0.990	0.917	0.961	1.195	1.026	0.794	6.340
	Standard Error Mean	0.118	0.122	0.140	0.130	0.136	0.169	0.145	0.112	0.897
	Variance	0.694	0.747	0.980	0.841	0.923	1.429	1.053	0.630	40.200
	Median	6.000	6.000	6.000	7.000	7.000	6.000	7.000	6.500	50.500
Dark Dog	Mean	6.000	5.852	5.833	6.130	6.278	5.981	6.093	6.111	48.278
	N	54	54	54	54	54	54	54	54	54
	Standard Deviation	1.197	1.379	1.514	1.428	1.338	1.434	1.444	1.341	9.398
	Standard Error Mean	0.163	0.188	0.206	0.194	0.182	0.195	0.197	0.183	1.279
	Variance	1.434	1.902	2.292	2.039	1.789	2.056	2.086	1.799	88.318
	Median	6.000	6.000	6.000	7.000	7.000	6.000	7.000	6.500	51.000

Table 43: Groupwise Descriptive Analysis of Involvement

No Mann-Whitney-U test is conducted here, as the multiple linear regression has shown that the involvement has an influence on the motivation and as it is not a brand-specific measurement.

Therefore, the hypothesis H5 is accepted for both Red Bull and Dark Dog.

5.5.7 Hypothesis 6

H6: *The gender influences the motivation of sport spectator consumption for snowkiting.*

When comparing the means of the motivational items between the two genders, in Table 44 it can be seen that the values are close to each other.

Descriptive Statistics								
Gender		VA	AE	ES	AK	PS	SI	PA
Male	Mean	3.628	5.295	4.923	4.551	5.538	4.603	3.333
	N	78	78	78	78	78	78	78
	Standard Deviation	1.387	1.555	1.493	1.383	0.949	1.489	1.821
	Standard Error Mean	0.157	0.176	0.169	0.157	0.107	0.169	0.206
	Variance	1.925	2.418	2.228	1.913	0.901	2.217	3.316
	Median	4.000	5.000	5.000	5.000	5.000	5.000	4.000
Female	Mean	3.048	5.333	4.024	4.560	5.274	4.786	3.524
	N	84	84	84	84	84	84	84
	Standard Deviation	1.430	1.134	1.693	1.417	1.500	1.629	1.923
	Standard Error Mean	0.156	0.124	0.185	0.155	0.164	0.178	0.210
	Variance	2.046	1.285	2.867	2.008	2.249	2.652	3.698
	Median	3.500	5.000	4.000	5.000	5.000	5.000	4.000

Table 44: Groupwise Descriptive Analysis of Gender Comparison

No Mann-Whitney-U test is conducted here, as the multiple linear regression has shown that the gender does not have an influence on the motivation and as it is not a brand-specific measurement.

Therefore, the hypothesis H6 is rejected for both brands.

The next chapter provides the discussion part of this thesis, which serves to interpret the herein found results.

6 Discussion

In this chapter, the results of the experiment and the questionnaire are discussed in detail. The interpretations are based on the theoretical part of Chapter 2 and are expanded on the basis of personal assumptions. Furthermore, this chapter also reviews the objectivity, reliability, and validity of the findings of this work.

6.1 Interpretation of the Results

This thesis tried to answer the question of whether a sport is perceived as more attractive and whether the motivation behind sport spectator consumption is higher, merely based on the sponsoring brand. One could raise the question if this objective puts the “*cart before the horse*”², meaning that a sponsor supports a sporting event as certain consumer groups perceive it as attractive, and not that a sporting event is perceived as attractive because a sponsor supports it. Both views are subject to discussion. With brands such as Red Bull supporting unconventional sports (space diving, freestyle soccer, wingsuit flying, and more), such disciplines undoubtedly benefited from these collaborations. Some of the mentioned sports had arguably no to little exposure before Red Bull being its sponsor and became (more) popular as a result of that sponsorship. Furthermore, the results of this study support the initial assumption:

A sport can be perceived as more attractive, merely based on its sponsor.

To reach the objective that was defined in the beginning, this study underwent several phases. In an early phase, an extensive literature review was conducted in order to build a solid base for the entire work. Furthermore, the reviewed literature served to design a conceptual model with the variables to be examined and their hypothesized interrelations. Therein, the sponsoring brand itself is defined as the independent variable, as it is assumed that the motivation of the test groups differs, depending on the sponsoring brand they get exposed to. Thus, the motivation was defined as the dependent variable. Of

² A metaphor used to propose something is completed opposing to a conventional or culturally expected order or relationship.

particular interest was the motivation of sport spectator consumption. For this reason, an online-experiment was conducted in which a video of athletes performing the sport of snowkiting was presented to the participants, prior to completing the questionnaire.

The questionnaire consisted of scales which were already tested and count to be reliable. As it is commonly performed in experiments, also in this study only one independent variable was manipulated. The remaining variables of the conceptual model were not manipulated directly and, therefore, had to be defined as moderating variables. These variables, which were identified during the literature review, are “*Attitude toward Sponsoring Brand*”, “*Event-Sponsor Fit*”, “*Perceived Sincerity*”, “*Involvement*”, and “*Gender*”. The video presented to the participants differs only in the information regarding the sponsoring brand. The video of the first group shows Red Bull as the sponsor of the presented event, whereas the video of the second group shows the logo of Dark Dog in that context.

The sport of snowkiting and the two brands are all seen to be well-suited for the experiment conducted in this thesis. The chosen sport is beneficial as no other brands are visible in the environment the sport gets performed in. As far as the two brands are concerned, they share several similarities and, therefore, make the results more comparable. Both brands are producers of energy drinks, originally from Austria, distribute their products internationally, and are supporters of high-risk sports in the form of sponsorships (Red Bull, 2018; Dark Dog, 2018). However, the two brands differ in their familiarity, as shown in the case of Switzerland. In this experiment, purposely only one of the two chosen brands is a popular one in Switzerland. Hence, the requirement described by Grohs et al. (2004) that a basic understanding of the sponsor’s products or services is needed from participants of a sponsored event, is only fulfilled by Red Bull. All respondents were familiar with the brand Red Bull, and none of them was familiar with Dark Dog. Hence, the exposure of the Red Bull logo in the video served the purpose of evoking the brand’s message, whereas in the case of Dark Dog no such message could be retrieved by the respondents (Grohs, Wagner, & Vsetecka, 2004). This shows that the associations with a particular brand also serve to fulfill the individual needs of consumers.

The first hypothesis of the conceptual model assumes that the motivation of the two groups differs. The motivation was measured based on seven subscales (dimensions) with

a total of 21 items (Trail, 2012). The test of H1 showed that the two groups differ significantly in six out of seven dimensions in their central tendencies. The only dimension which showed no significant difference was “*Physical Attractiveness*”. When interpreting these findings, it means that several needs of the Red Bull group were satisfied better in comparison to the Dark Dog group, merely by seeing the video. The paragraphs below provide considerations for each of these dimensions:

Vicarious Achievement: The Red Bull group could satisfy the need for social prestige, self-esteem and sense of empowerment better in comparison to the Dark Dog group.

Aesthetics: The Red Bull group perceived the sport of snowkiting with a higher artistic appreciation in comparison to the Dark Dog group.

Escape: The Red Bull group remarked a higher satisfaction in finding a diversion from everyday life in comparison to the Dark Dog group.

Acquisition of Knowledge: The Red Bull group sensed a higher enjoyment of learning about the sport in comparison to the Dark Dog group.

Physical Skills: The Red Bull group could satisfy the need to socialize with others of similar interests, to achieve a feeling of group belongingness, better in comparison to the Dark Dog group.

The motivational differences can only be explained by the manipulated independent variable. These findings resonate with the ones of Wann (2008) and even extend them. Especially for stylistic, individual, and non-aggressive disciplines, which snowkiting was defined as herein, the inherent beauty, artistic expressions, and the aesthetic component of a sport are dominant motives behind spectators of such sports.

Based on these interpretations, for the first research question³, it is concluded that a brand has the potential to enhance the motivation of consumers if consumers are familiar with that brand and its message. Correspondingly, H1 is accepted as the motivation of the two groups differs. To test the remaining hypothesis, H2 – 6, the analysis of the multiple linear regression was used.

The second hypothesis states that the attitude toward the sponsoring brand influences consumers' motivation of sport spectator consumption. Although remarkable differences in the attitudes toward the two brands were found, the regression analysis did not show a significant influence on the motivation. For this reason, H2 was rejected for both brands.

The third hypothesis assumes the event-sponsor fit to influence consumers' motivation. In the process of testing for this hypothesis, differences between the two groups were found in the event-sponsor fit. According to Grohs et al. (2004), Red Bull endorses high-risk sports and stimulates users for spectacular action and for this reason the company provides a great example of an image related fit. Under the explanation of Grohs et al. (2004), although not covered by the academic literature, also Dark Dog would be seen to have a right image related fit for events featuring snowkiting. Under the company's slogan *#HeroesOnly*, the brand supports different high-risk sports similar to Red Bull (Dark Dog, 2018). Despite the differences in the event-sponsor fit, this variable showed not to be significant according to the regression analysis. For this reason, H3 is rejected for both brands.

Based on the fourth assumption, it was hypothesized that the perceived sincerity of a brand influences consumers' motivation of sport spectator consumption. The analysis showed that differences between the two groups exist. Respondents thought of Red Bull to be more altruistically motivated behind their actions in comparison to Dark Dog. To put this into the words of Rifon et al. (2004), Red Bull is perceived to be more “*gift-giving*” and more “*intrinsically motivated*”. However, the regression analysis showed that only in the case of Red Bull did the perceived sincerity contribute to the respondents' motivation. For this reason, H4 is accepted for Red Bull but rejected for Dark Dog. With

³ How does a sponsoring brand influence the motivation of sport spectator consumption of a specific sport?

this being said, it lies near that consumers' assumed motivation behind a brand's actions can enhance their motivation.

Despite finding significant differences between the two groups, the main regressor in predicting consumers' motivation is their involvement with extreme sports. In the case of Dark Dog, the motivation can only be explained by the involvement of the respondents, as the brand itself did not show to contribute to the motivation. Similarly, in the case of Red Bull, the involvement of the respondents' showed to be the most significant regressor in predicting their motivation besides the perceived sincerity. As Speed and Thompson (2000) explain, the concept of involvement is especially crucial in sponsorships because sports fans who assign higher importance to an object are more likely to respond positively to the sponsored activities. Therefore, someone's involvement showed to be the dominant premise to predict the motivation toward snowkiting in the case of both brands. For this reason, H5 is accepted for both brands. Retaking the Psychological Continuum Model of Funk and James (2001) into consideration (see Figure 1), it can be stated that the higher the level, or floor, of a person, the higher the psychological connection to the particular object and, therefore, the higher the motivation.

The gender was not found to be significantly contributing to the motivation of the participants. The motivational differences between genders as identified by Egli et al. (2011), particularly in their extrinsic and intrinsic motivation, were not recognizable in this study. Therefore, H6 is rejected for both brands.

Based on these explanations, for the second research question⁴, it is concluded that the motivation of the Dark Dog Group can only be explained by the involvement of the respondents, whereas in the case of Red Bull the perceived sincerity of the brand was also found to be contributing positively to the respondents' motivation.

⁴ *Particularly, how does the attitude toward a sponsoring brand, the event-sponsor-fit, the perceived sincerity of a sponsoring brand, the involvement of consumers and their gender influence such a motivation?"*

The literature review of sponsorships showed that consumers' attitude and awareness toward a sponsor is commonly seen as the key driver for a favorable sponsorship response (Alonso-Dos-Santos et al., 2016; Grohs, Wagner & Vsetecka, 2004; Gwinner & Bennett, 2008; Speed & Thompson, 2000). Although the brands cannot explain respondents' motivation fully, remarkable differences between the two groups were found. Hence, the brands can also show favorable differences in the perception of a sport or event. Thus, the image transfer does not only take place between the two parties involved in a sponsorship relationship (sponsor and sponsee), but also the sport itself has to be taken into consideration in this context. At this point, it is valuable to mention that the regression model was able to explain approximately 18 percent of consumers' motivation in the case of Red Bull, whereas in the case of Dark Dog the brand itself did not show to have any influence on consumers' motivation.

As Touré-Tillery and Fishbach (2014) state, the concept of motivation is a complex one and difficult to capture in general. Therefore, the value of 18 percent is seen to be acceptable. According to Fishbach (2014, p. 328), motivation is an inner force that empowers actions. This force was indicated to be more intense when the video was shown with Red Bull as a sponsor.

The primary objective of this research was to elaborate on how a specific sponsoring brand influences consumers' motivation behind sport spectator consumption of a specific sport and the perceived attractiveness of that sport. It was found that the motivation of the two groups differs and snowkiting is regarded as more attractive by the Red Bull group. Thus, the research objective is seen to be fulfilled. Surprisingly, the only brand-related variable that showed to have an influence was the sincerity perceived by the respondents in the case of Red Bull.

6.2 Evaluation of Quality Criteria

As a requirement for research projects, the three quality criteria objectivity, reliability, and validity are defined. These three quality criteria contribute significantly to the quality of conducted research and allow to derive suitable recommendations (Berekoven, Eckert, & Ellenrieder, 2009, p. 80). This subchapter serves to critically review these three criteria in order to assess the quality of this research.

6.2.1 Evaluation of Objectivity

Berekoven, Eckert and Ellenrieder (2009, p. 80) mention that objectivity is characterized by the fact that several people who, independently of one another, conduct an investigation, get the same results. Furthermore, the authors state that the objectivity of a particular measurement or test can be divided into three categories. The **first category** covers the execution, the **second category** the evaluation, and the **third category** the interpretation of a particular measurement or test. The following sections discuss each of these subcriteria.

Objectivity of Execution: A measurement or test is considerably more objective the less influence the experimenter has on the respondents and the lower the interaction between the two (Berekoven, Eckert, & Ellenrieder, 2009, p. 80). In the present thesis, the respondents were only provided with the link to the questionnaire and no social interaction between them and the experimenter took place. For this reason, the execution objectivity is seen to be fulfilled.

Objectivity of Evaluation: A measurement or test is considerably more objective the more standardized the questions and items are. This allows the investigator no freedom in the evaluation of the results (Berekoven, Eckert, & Ellenrieder, 2009, p. 80). For the questionnaire used in this thesis, the applied scales and items were standardized as they were not developed by the investigator. Only scales were used herein which are already tested and count to be reliable. For this reason, the evaluative objectivity is seen to be fulfilled.

Objectivity of Interpretation: A measurement or test is all the more objective, the smaller the freedom of interpretation of the results (Berekoven, Eckert, & Ellenrieder, 2009, p. 80). As statistical tests were applied to test the hypotheses, clear answers can be provided. The investigator had little freedom in the interpretation of the results. For this reason, the interpretive objectivity is seen to be fulfilled.

Due to the explanations given above, the overall objectivity of this research is considered to be given. However, it needs to be mentioned that no second measurement was performed. For this reason, no repeated measurement results can be evaluated.

6.2.2 Evaluation of Reliability

A measuring instrument is considered reliable if the measured values are reproducible in the case of repeated measurements. This means that the measured values remain accurate and reliable with repeated measurements (Berekoven, Eckert, & Ellenrieder, 2009, p. 81).

The herein applied scales were all selected based on an extensive literature review. Only scales were selected which had acceptable levels of Cronbach's Alphas above $\alpha = .7$ (Field, 2013). Upon completion of the reliability tests in Chapter 5.3, no alarming deviations from the known reliability values were detected, as all Cronbach's Alphas remained above the acceptable level. Therefore, the applied items are considered to have a high internal consistency.

Due to the explanations given above, the reliability of this research is considered to be given. The Cronbach's Alphas found within this research all have acceptable levels.

6.2.3 Evaluation of Validity

A measuring instrument is valid if it measures what should be measured (Berekoven, Eckert, & Ellenrieder, 2009, p. 82). It can be distinguished between internal and external validity. The following sections discuss each of these criteria.

Internal Validity: The internal validity is considered to be given when alternative explanations for a relationship between dependent and independent variables can be excluded as far as possible (Berekoven, Eckert, & Ellenrieder, 2009, p. 82). For the experiment conducted in this thesis, a compilation of athletes performing the sport of snowkiting was presented as a stimulus. The only manipulated information was the one concerning “*the sponsoring brand*”. The possibility of alternative explanations for differences in the participants' answers was eliminated by keeping the other variables constant (Döring & Borz, 2016, p. 196). Hence, such differences in the respondents' answers cannot be explained through the presented sport itself. Furthermore, the willingness of respondents to give accurate answers plays an important role in the internal validity. Inaccurate answers can lead to distorted results, which would mean that the validity of the measurement can no longer be ensured. However, in the present study, the ability of the respondents should not be lacking as they are all business students. Due to

the anonymity of the questionnaire, the respondents were encouraged to give honest answers.

External Validity: External validity is considered to be given if generalizations of the test results are possible, meaning that deductive reasoning can be applied (Berekoven, Eckert, & Ellenrieder, 2009, p. 82). As the respondents of the sample in this research were business students of the Canton of Zurich between the age of 23 and 28, the results of this research can be generalized to some extent. Furthermore, the presented stimulus in the experiment contained a high-risk sport (Snowkiting), which provides a good indication for other high-risk sports. However, the application of the herein found results to other consumer groups remains subject to further research.

Due to the explanations given above, the validity of this research is considered to be given under the considerations stated in Chapter 1.5 'Domain Limitations'. The domain of this research was purposely limited to reach significant findings which can be generalized to some extent.

The following chapter concludes this thesis.

7 Conclusion

In this work, the influence of two energy drink brands on the perceived attractiveness of a sport was examined for the first time. This chapter covers the limitations of this work and provides research opportunities for the future. Lastly, recommendations based on the findings of this research are provided.

7.1 Limitations and Future Research

This thesis elaborated on how specific sponsoring brands influence consumers' sport spectating motivation and the perceived attractiveness of that sport. This objective was analyzed based on the sport of snowkiting and the two brands Red Bull and Dark Dog. Differences were found between the two groups in this particular case and it serves as a great indication that other sponsoring brands can have an influence on the perceived attractiveness also in other sports. However, caution is recommended with respect to applying the herein found findings to other brands and other sports.

Furthermore, it is important to point out that the motivation of sport spectator consumption for snowkiting was measured and not the motivation of active participation. There might be a correlation between the two kinds of motivation. Nevertheless, the two are subject to individual research.

Respondents of this research were selected in a manner in which they were as homogenous as possible to each other. Therefore, students who are currently enrolled at a business school in the Canton of Zurich and who are between the age of 23 and 28 were defined as the sample herein. As differences between consumer- and age groups might exist, different responses in the context of the herein conducted experiment may be obtained. The sample was approached in a snowball-sampling manner. As it is a non-probability sampling technique, it does not provide an equal chance for individuals to be selected.

However, these limitations go along with the advantages of the chosen research design. Firstly, the applied quantitative method allows a generalization of the findings to some extent. Secondly, interference triggered by other brands in the video or the investigator can be excluded and, thus, the results are arguably unbiased and real. Thirdly, a greater

reliability, objectivity, and validity of the results can be ensured due to the research design.

For future studies in the field of sponsorships, it would be interesting to conduct similar research with different sports or brands and other consumer groups.

7.2 Recommendations

This work delivers a contribution to the research of sponsorships. Previous studies have dealt with understanding, analyzing, and measuring the favorable responses for the sponsoring brand resulting from a sponsoring relationship in various sports. However, no previous investigation has explored how a sponsoring brand influences the motivation behind sport spectator consumption. To assess whether a sport is perceived as more attractive merely based on its sponsoring brand was at the core of this thesis. This work is a first approach to filling this research gap. The results from the experiment point to a higher motivation for the sport of snowkiting when it is presented with Red Bull as a sponsor. From these results, a number of possible recommendations arise that are applicable to organizers of sporting events and sponsoring brands.

The results of this study can support sporting managers in many ways, including deciding on a fitting sponsoring brand, brand positioning, communication, and branding strategy. The most contributory factor of the brand-related variables was found to be the “*Perceived Sincerity*”. Hence, the recommendation to sporting managers to focus on being perceived as altruistic and making sure consumers do not perceive a sport of a sponsored event as over-commercialized lies nearby. Red Bull, the brand which was used in this study, arguably delivers an excellent example of how this can be achieved. With sponsoring events and sports that prior to that sponsorship relationship had no to little exposure, consumers may have the impression that Red Bull supports events that do not have a high profile yet and, therefore, perceive it is as likely that the brand has the best interest of the sport at heart. However, overall the involvement showed to be the most contributory factor in predicting the motivation of the respondents. For this reason, to sporting managers it is recommended to take the involvement of an audience in sports into consideration and to address an audience with a higher involvement primarily.

Based on the findings of this study, further recommendations can be made that apply to brands with a low familiarity among consumers. As sponsorships primarily foster a favorable brand image by influencing associations consumers have with a particular brand, such associations are subject to more influence when an audience already has basic knowledge about the brand. Therefore, to such brands it is recommended to ensure previous exposure to an audience before going into a sponsoring relationship.

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Annex 1: Declaration of Truth

“I hereby declare that I have independently written this thesis. I declare that I have not used any sources other than those specified. All segments which were taken from sources either verbatim or by analogy (including paraphrasing), I have identified and referenced as such. I understand that failure to do so could lead to (and, possibly, even at some future point) legal and / or disciplinary action being taken.”

A handwritten signature in purple ink, appearing to read 'Ara Ankeshian', is written over a faint, light-colored rectangular stamp or watermark.

Ara Ankeshian, August 31, 2018

Annex 2: Questionnaire for the Pre-Study

Please name sponsors of sporting events you can think of from the below-mentioned industries.

Beverages:

Sports apparel and Equipment:

Banks:

Cars:

Lottery & Gaming:

Telecom:

Food:

Media:

Insurances:

Results of Pre-Study:

Most mentioned brand (unaided): Red Bull

How familiar are you with the below-mentioned sports?

	No idea what this sport is / Never heard of						Know a lot about this sport / heard a lot about it		
Bouldering/Rock Climbing:	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>
Freestyle Soccer:	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>
Free Running:	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>
Breakdance:	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>
Obstacle Course:	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>
Cliff Diving:	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>
Free Diving:	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>
Freestyle Frisbee:	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>
Slacklining:	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>
Snowkiting:	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>	—	<input type="radio"/>

Results of Pre-Study:

Least known sport: Snowkiting

Annex 3: Questionnaire for the Data Collection

Dear Participant

We kindly ask you for your participation in a study that is concerned with a particular energy-drink brand, which plans to get involved in sponsoring snowkiting events. This investigation is being conducted to gain a clearer understanding of the influence of sport on individuals. We would highly appreciate your cooperation. The results of this study are expected to yield insight resulting in a more effective management of teams and sporting events. The survey is completely anonymous.

The completion of this questionnaire should take less than 8 minutes. Some questions may be considered sensitive. As such, your assistance is entirely voluntary. You may be assured of complete confidentiality. Individual responses will not be reported. The published results will not refer to any individual and all discussions will be based on group data.

14%

CONTINUE

Figure 8: Welcome Part of the Questionnaire

What is your opinion on sports in general?

Thinking about Sports, please evaluate it by selecting the point on each scale that best represents your attitude to Sports in general.

Boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Exciting
Uninteresting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interesting
Unappealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Appealing
Useless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Useful
Not Needed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Needed
Irrelevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Relevant
Unimportant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Important
Worthless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Valuable

Number of hours per week spent watching sports-related programming on television

less than 3h

Number of hours per week spent reading sports-related articles

less than 1h

Number of hours per week spent exercising or playing sports

less than 3h

Number of sporting events attended last year

less than 4 events

Figure 9: Involvement Part of the Questionnaire

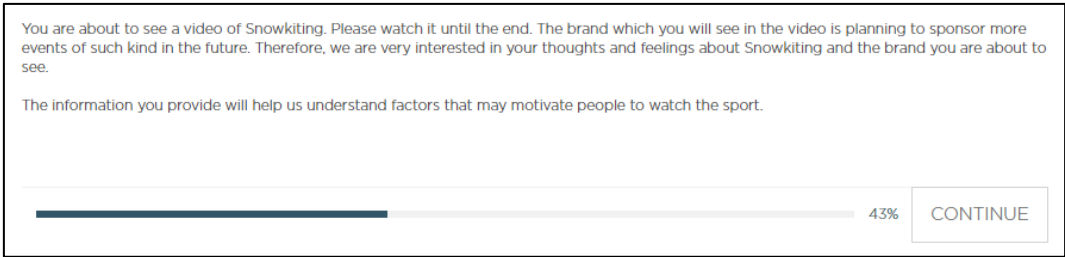


Figure 10: Information concerning Video

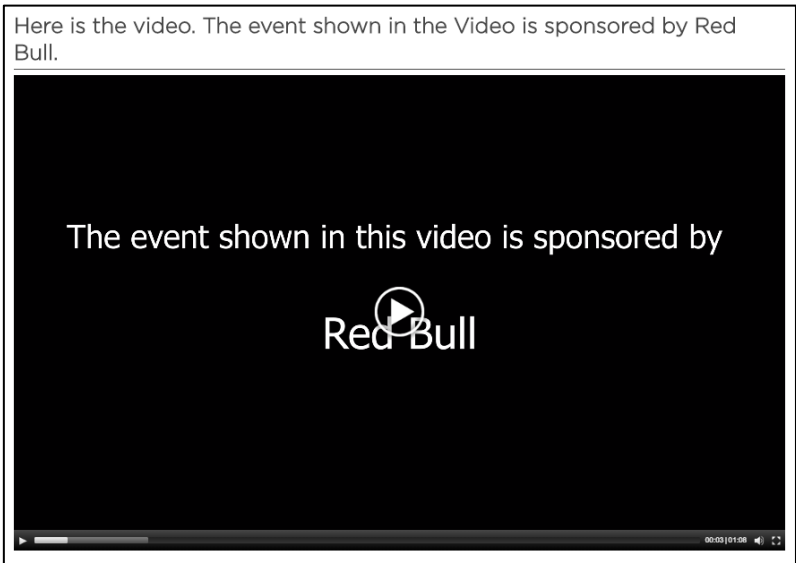


Figure 11: Video of Red Bull – Presented Only to the Red Bull Group (Randomized by Trigger)

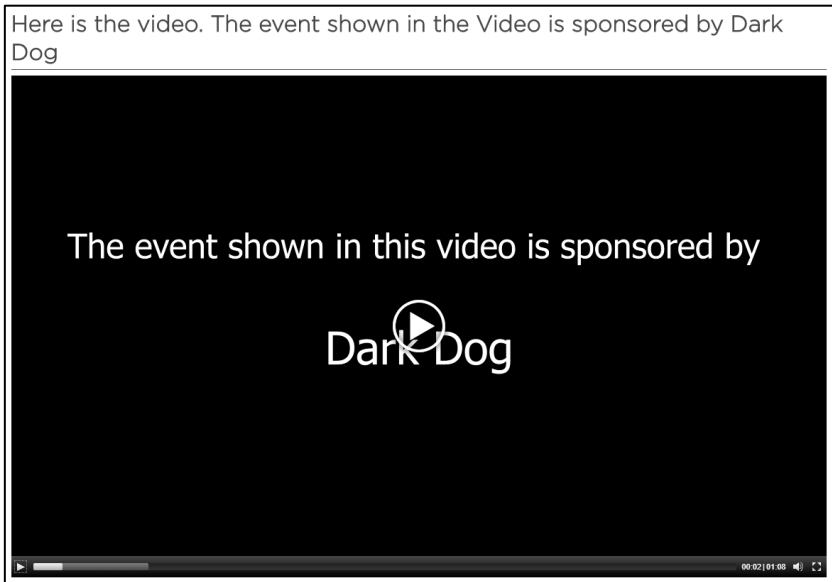


Figure 12: Video of Dark Dog – Presented Only to the Dark Dog Group (Randomized by Trigger)

I enjoy watching Snowkiting because...

Please rate the extent to which you DISAGREE or AGREE with each statement

	Strongly disagree	Disagree	Disagree somewhat	Neither agree nor disagree	Agree somewhat	Agree	Strongly agree
it increases my self-esteem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
it enhances my sense of self-worth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
it improves my self-respect.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy the artistic value.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the the beauty and grace of the sport.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
it is a form of art.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
it provides me with an opportunity to escape the reality of my daily life for a while.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can get away from the tension in my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
it provides me with a distraction from my daily life for a while.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can increase my knowledge about the activity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can increase my understanding of the activity by watching the event.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can learn about the technical aspects by watching the event.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy watching it because of the skills of the athletes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy watching it because of the performance of the athletes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy watching it because of the athleticism of the athletes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to socialize with others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like having the opportunity to interact with other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy talking to other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy watching athletes who are physically attractive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The main reason I watch Snowkiting is because I find the athletes physically attractive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An individual athlete's "sex appeal" is a big reason why I watch Snowkiting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 13: Motivational Part of the Questionnaire

Attitude towards Red Bull						
Thinking about Red Bull, please evaluate this company by selecting the point on each scale that best represents your attitude to the company.						
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good
Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Unfavorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favorable
Negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positive
Not reputable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reputable

Figure 14: Attitude toward Red Bull - Completed Only by the Red Bull Group

Attitude towards Dark Dog						
Thinking about Dark Dog, please evaluate this company by selecting the point on each scale that best represents your attitude to the company.						
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good
Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Unfavorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favorable
Negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positive
Not reputable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reputable

Figure 15: Attitude toward Dark Dog - Completed Only by the Dark Dog Group

Event-Sponsor Fit							
Please rate the extent to which you DISAGREE or AGREE with each statement							
	Strongly Disagree	Disagree	Disagree somewhat	Neither agree nor disagree	Agree somewhat	Agree	Strongly agree
There is a logical connection between the event and Red Bull.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The image of the event and the image of Red Bull are similar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Red Bull and the event fit together well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Red Bull and the event stand for similar things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It makes sense to me that Red Bull sponsors this event.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 16: Event-Sponsor Fit of Red Bull - Completed Only by the Red Bull Group

Event-Sponsor Fit							
Please rate the extent to which you DISAGREE or AGREE with each statement							
	Strongly Disagree	Disagree	Disagree somewhat	Neither agree nor disagree	Agree somewhat	Agree	Strongly agree
There is a logical connection between the event and Dark Dog.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The image of the event and the image of Dark Dog are similar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark Dog and the event fit together well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark Dog and the event stand for similar things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It makes sense to me that Dark Dog sponsors this event.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 17: Event-Sponsor Fit of Dark Dog - Completed Only by the Dark Dog Group

Perceived Sincerity							
Please rate the extent to which you DISAGREE or AGREE with each statement							
	Strongly disagree	Disagree	Disagree somewhat	Neither agree nor disagree	Agree somewhat	Agree	Strongly agree
The sport would benefit from this sponsorship at the grassroots level.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The main reason Red Bull would be involved in the event is because Red Bull believes the event deserves support.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Red Bull would be likely to have the best interests of the sport at heart.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Red Bull would probably support the event even if it had a much lower profile.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 18: Perceived Sincerity of Red Bull - Completed Only by the Red Bull Group

Perceived Sincerity

Please rate the extent to which you DISAGREE or AGREE with each statement

	Strongly Disagree	Disagree	Disagree somewhat	Neither agree nor disagree	Agree somewhat	Agree	Strongly agree
The sport would benefit from this sponsorship at the grassroots level.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The main reason Dark Dog would be involved in the event is because Dark Dog believes the event deserves support.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark Dog would be likely to have the best interests of the sport at heart.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark Dog would probably support the event even if it had a much lower profile.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 19: Perceived Sincerity of Dark Dog – Completed Only by the Dark Dog Group

Are you familiar with the brand Red Bull?

In particular before taking part in this survey.

Yes

☐

No

☐

57%

CONTINUE

Figure 20: Brand Familiarity of Red Bull – Completed Only the Red Bull Group

Are you familiar with the brand Dark Dog?

In particular before taking part in this survey.

Yes

☐

No

☐

57%

CONTINUE

Figure 21: Brand Familiarity of Dark Dog – Completed Only by the Dark Dog Group

Age

Please indicate your age

Please choose your gender.

Male

☐

Female

☐

Are you currently enrolled as a student at a business school in the Canton of Zurich?

Yes

☐

No

☐

71%

CONTINUE

Table 45: Demographics of Respondents

You have reached the end of the survey. Thank you for your answers.

100%

Table 46: Information Concerning Completion of the Questionnaire

Annex 4: Respondents' Behavioral Involvement in Sports

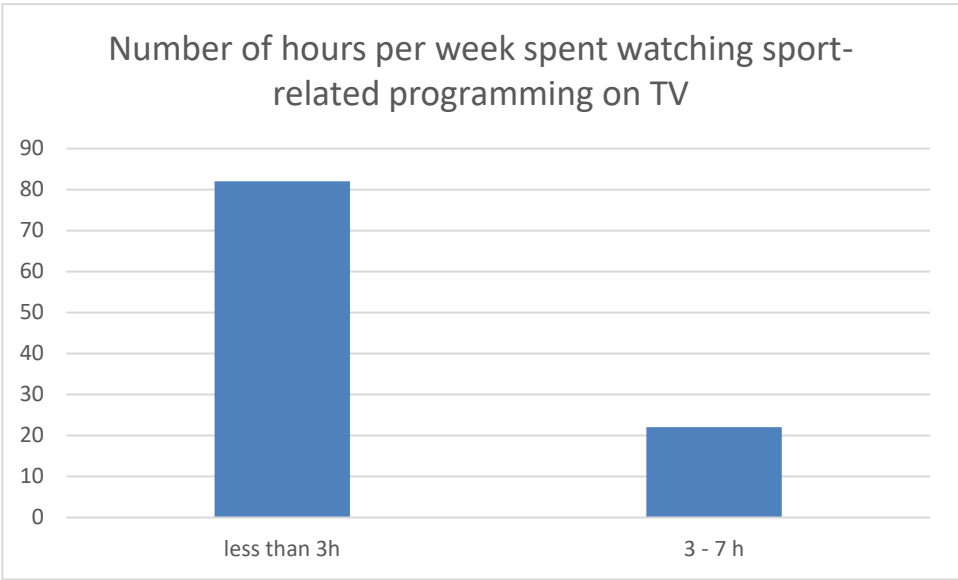


Figure 22: Number of Hours per Week Spent Watching Sport-Related Programming on TV

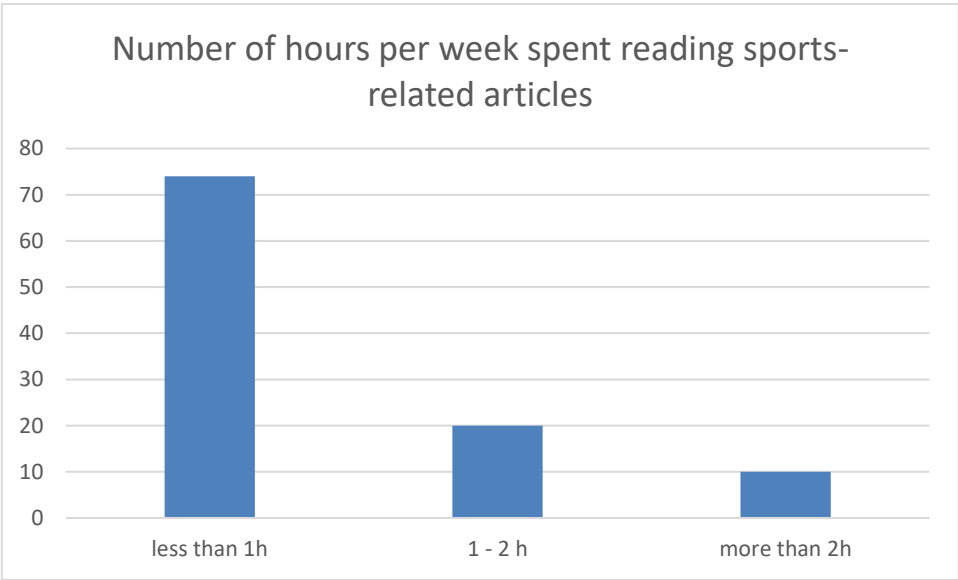


Figure 23: Number of Hours per Week Spent Reading Sports-Related Articles

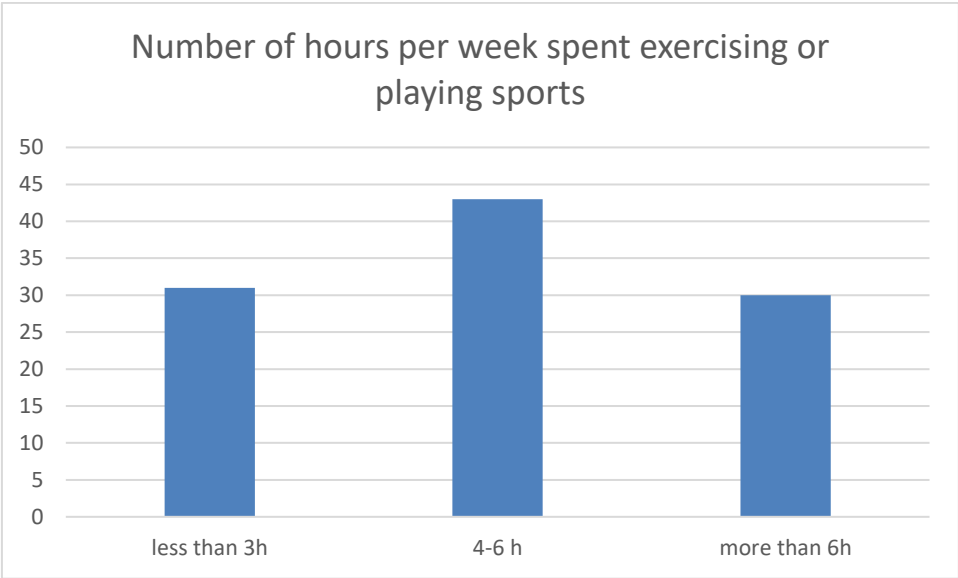


Figure 24: Number of Hours per Week Spent Exercising or Playing Sports

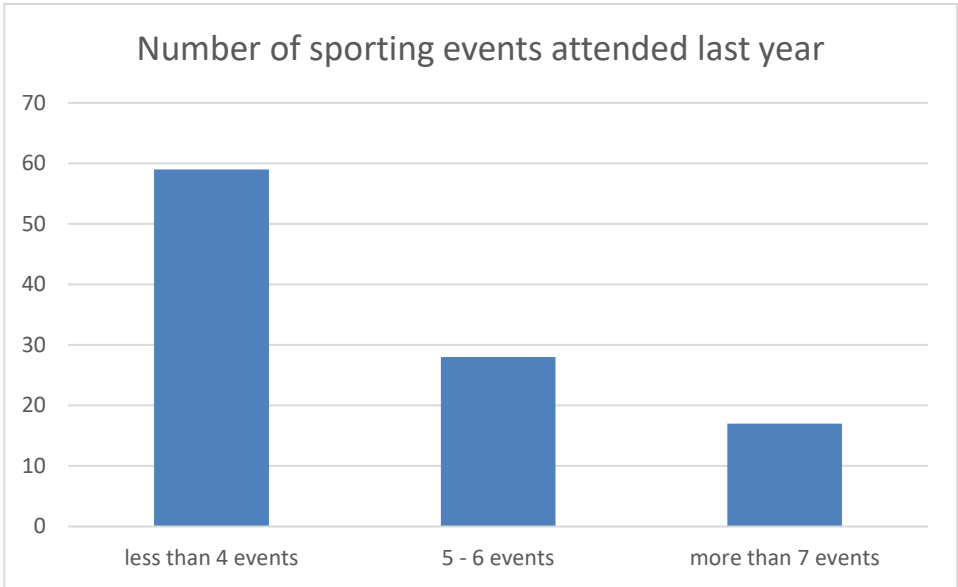


Figure 25: Number of Sporting Events Attended Last Year

Annex 5: Data from SPSS

Test of Normality						
	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Age	0.14	104	0	0.935	104	0
IN1	0.253	104	0	0.799	104	0
IN2	0.25	104	0	0.775	104	0
IN3	0.229	104	0	0.795	104	0
IN4	0.295	104	0	0.664	104	0
IN5	0.349	104	0	0.652	104	0
IN6	0.263	104	0	0.734	104	0
IN7	0.273	104	0	0.671	104	0
IN8	0.261	104	0	0.685	104	0

Table 47: Test of Normality for Age and Involvement

Test of Normality							
Item	Brand	Kolmogorov-Smirnova			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
VA1	Red Bull	0.17	50	0.001	0.924	50	0.003
	Dark Dog	0.248	54	0	0.912	54	0.001
VA2	Red Bull	0.198	50	0	0.929	50	0.005
	Dark Dog	0.302	54	0	0.864	54	0
VA3	Red Bull	0.169	50	0.001	0.926	50	0.004
	Dark Dog	0.267	54	0	0.89	54	0
AE1	Red Bull	0.231	50	0	0.827	50	0
	Dark Dog	0.204	54	0	0.861	54	0
AE2	Red Bull	0.222	50	0	0.843	50	0
	Dark Dog	0.234	54	0	0.88	54	0
AE3	Red Bull	0.2	50	0	0.866	50	0
	Dark Dog	0.249	54	0	0.846	54	0
EC1	Red Bull	0.205	50	0	0.882	50	0
	Dark Dog	0.181	54	0	0.907	54	0.001
EC2	Red Bull	0.192	50	0	0.913	50	0.001
	Dark Dog	0.248	54	0	0.899	54	0
EC3	Red Bull	0.217	50	0	0.879	50	0
	Dark Dog	0.232	54	0	0.88	54	0
AK1	Red Bull	0.293	50	0	0.831	50	0
	Dark Dog	0.243	54	0	0.871	54	0
AK2	Red Bull	0.279	50	0	0.848	50	0
	Dark Dog	0.224	54	0	0.87	54	0
AK3	Red Bull	0.259	50	0	0.876	50	0
	Dark Dog	0.215	54	0	0.906	54	0
PS1	Red Bull	0.225	50	0	0.854	50	0
	Dark Dog	0.203	54	0	0.849	54	0
PS2	Red Bull	0.203	50	0	0.854	50	0
	Dark Dog	0.219	54	0	0.826	54	0
PS3	Red Bull	0.197	50	0	0.879	50	0
	Dark Dog	0.274	54	0	0.864	54	0

SI1	Red Bull	0.198	50	0	0.868	50	0
	Dark Dog	0.223	54	0	0.891	54	0
SI2	Red Bull	0.209	50	0	0.891	50	0
	Dark Dog	0.159	54	0.002	0.931	54	0.004
SI3	Red Bull	0.211	50	0	0.867	50	0
	Dark Dog	0.196	54	0	0.879	54	0
PA1	Red Bull	0.2	50	0	0.905	50	0.001
	Dark Dog	0.168	54	0.001	0.904	54	0
PA2	Red Bull	0.211	50	0	0.894	50	0
	Dark Dog	0.224	54	0	0.863	54	0
PA3	Red Bull	0.279	50	0	0.834	50	0
	Dark Dog	0.213	54	0	0.863	54	0
AT1	Red Bull	0.198	50	0	0.899	50	0
	Dark Dog	0.254	54	0	0.871	54	0
AT2	Red Bull	0.225	50	0	0.887	50	0
	Dark Dog	0.282	54	0	0.884	54	0
AT3	Red Bull	0.179	50	0	0.903	50	0.001
	Dark Dog	0.241	54	0	0.883	54	0
AT4	Red Bull	0.194	50	0	0.902	50	0.001
	Dark Dog	0.231	54	0	0.868	54	0
AT5	Red Bull	0.247	50	0	0.82	50	0
	Dark Dog	0.256	54	0	0.894	54	0
EF1	Red Bull	0.275	50	0	0.85	50	0
	Dark Dog	0.141	54	0.009	0.932	54	0.004
EF2	Red Bull	0.208	50	0	0.89	50	0
	Dark Dog	0.171	54	0	0.911	54	0.001
EF3	Red Bull	0.239	50	0	0.846	50	0
	Dark Dog	0.177	54	0	0.923	54	0.002
EF4	Red Bull	0.223	50	0	0.883	50	0
	Dark Dog	0.204	54	0	0.927	54	0.003
EF5	Red Bull	0.304	50	0	0.8	50	0
	Dark Dog	0.209	54	0	0.934	54	0.005
PE1	Red Bull	0.195	50	0	0.883	50	0
	Dark Dog	0.229	54	0	0.927	54	0.003
PE2	Red Bull	0.192	50	0	0.926	50	0.004
	Dark Dog	0.178	54	0	0.929	54	0.003
PE3	Red Bull	0.189	50	0	0.921	50	0.003
	Dark Dog	0.202	54	0	0.927	54	0.003
PE4	Red Bull	0.14	50	0.015	0.938	50	0.011
	Dark Dog	0.184	54	0	0.927	54	0.003

Table 48: Test of Normality for All Remaining Items

Descriptive Statistics																						
Brand		VA1	VA2	VA3	AE1	AE2	AE3	EC1	EC2	EC3	AK1	AK2	AK3	PS1	PS2	PS3	SI1	SI2	SI3	PA1	PA2	PA3
Red Bull	Mean	3.960	3.920	4.000	5.920	5.940	5.520	5.240	4.960	4.940	4.880	5.120	4.360	5.940	5.920	5.580	5.160	5.280	5.380	5.000	2.960	2.760
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
	Standard Deviation	1.737	1.782	1.784	1.027	1.077	1.344	1.271	1.277	1.406	1.452	1.172	1.804	0.956	0.986	1.126	1.517	1.213	1.244	1.309	1.726	1.858
	Median	4.000	4.000	4.000	6.000	6.000	6.000	5.000	5.000	5.000	5.000	5.000	5.000	6.000	6.000	5.500	5.000	5.000	6.000	5.000	2.500	2.000
	Standard Error Mean	0.246	0.252	0.252	0.145	0.152	0.190	0.180	0.181	0.199	0.205	0.166	0.255	0.135	0.140	0.159	0.214	0.172	0.176	0.185	0.244	0.263
	Variance	3.019	3.177	3.184	1.055	1.160	1.806	1.615	1.631	1.976	2.108	1.373	3.256	0.915	0.973	1.269	2.300	1.471	1.547	1.714	2.978	3.451
Dark Dog	Mean	3.4074	3.3148	3.2593	5.0000	5.6111	5.3333	4.6111	4.1296	4.6296	4.5741	4.8704	4.2222	5.5370	5.5926	5.0741	4.6296	4.6296	4.8333	4.7778	2.7778	2.7407
	N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
	Standard Deviation	1.486	1.371	1.469	1.737	1.071	1.082	1.742	1.760	1.431	1.268	1.347	1.513	1.239	1.206	1.315	1.470	1.570	1.657	1.562	1.690	1.604
	Median	4.000	4.000	4.000	5.000	6.000	5.000	5.000	4.000	5.000	5.000	5.000	5.000	6.000	6.000	5.000	5.000	5.000	5.000	5.000	3.000	3.000
	Standard Error Mean	0.202	0.187	0.200	0.236	0.146	0.147	0.237	0.239	0.195	0.173	0.183	0.206	0.169	0.164	0.179	0.200	0.214	0.225	0.213	0.230	0.218
	Variance	2.208	1.880	2.158	3.019	1.148	1.170	3.035	3.096	2.049	1.608	1.813	2.289	1.536	1.454	1.730	2.162	2.464	2.745	2.440	2.855	2.573
Total	Mean	3.673	3.606	3.615	5.442	5.769	5.423	4.913	4.529	4.779	4.721	4.990	4.288	5.731	5.750	5.317	4.885	4.942	5.096	4.885	2.865	2.750
	N	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104
	Standard Deviation	1.628	1.604	1.662	1.506	1.081	1.212	1.559	1.595	1.421	1.361	1.266	1.653	1.125	1.113	1.248	1.509	1.440	1.491	1.443	1.701	1.722
	Median	4.000	4.000	4.000	6.000	6.000	5.000	5.000	5.000	5.000	5.000	5.000	5.000	6.000	6.000	5.000	5.000	5.000	5.000	5.000	3.000	2.000
	Standard Error Mean	0.160	0.157	0.163	0.148	0.106	0.119	0.153	0.156	0.139	0.134	0.124	0.162	0.110	0.109	0.122	0.148	0.141	0.146	0.142	0.167	0.169
	Variance	2.649	2.571	2.763	2.268	1.170	1.470	2.429	2.543	2.019	1.854	1.602	2.732	1.267	1.238	1.559	2.278	2.074	2.224	2.084	2.894	2.966

Table 49: Descriptive Statistics for Each Item of the Measured Motivation